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PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

PUBLICATION OFFICES: { NO. 10 SPRUCE STREET, NEW YORK.
NO. 138 FLEET STREET, E. C., LONDON.

VOL. VI.

NEW YORK, JUNE 15, 1892.

NO. 24.

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Miscellanies.

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TWO OF OUR ESTEEMED CONTEMPORARIES.

The *Financier* and the *Dry Goods Economist*.—*Puck*.

Never tell an editor how to run his paper. Let the poor devil find it out himself. —*Texas Siftings*.

The grain elevator is a sort of magazine of cereal stories.—*Puck*.

A Useful Agent.—Stranger: I would like to see your bill collector a moment.

Editor—Certainly. John, reach the gentleman that shotgun.—*Atlanta Constitution*.

The Way Drugs Are Sold.—Twynn: I hear that Sumway's book is a drug on the market.

Triplett—He gets ten times its value for it, does he?—*Brooklyn Life*.

Economy.—Parke Rowe: I don't see why you editorial writers don't come right out and sign your articles.

Fullerton—My dear fellow, space on that page is worth two dollars a line!—*Puck*.

The Helpful Marginal Note.—Reader: Why do you mark your books and magazines so copiously?

Bookworm—They are such a help to a student. I can always tell which ones I have read.—*Judge*.

Modern Journalism.—Managing Editor (to Reporter): Are you engaged to be married, Mr. Scarehead?

Mr. Scarehead—Er—yes, sir; I—
Managing Editor—Kindly draw on the office for ten dollars, get married immediately, and let me have two columns on "Married Life in a Great City" by twelve o'clock. And—er—congratulations!—*Puck*.

A Brave Parisian (in Paris).—Office Boy: That mad member of the chamber of deputies is coming up the stairs armed with a sword.

Editor—Let him come. I have my pen handy.—*Judge*.

A minister, dining with an editor and observing the scant table, asked a blessing as follows: "Lord, make us thankful for what we are about to receive and strengthen us to journey homeward after we have received it."—*Atlanta Constitution*.

Cause for Condolence.—Mrs. Plainfield (proudly): And who would have thought that I should ever be the mother of a poet?

Her Neighbor (misunderstanding)—Oh, well, I wouldn't worry about that! He'll have better sense when he gets a little older.—*Puck*.

During an Evening Walk.—Mr. Dolley: Now, I don't believe in signs.

Miss Flypp—Well, I do. Now, for instance, there is one I believe in.

It was an ice-cream sign, and the young thing's belief cost Dolley fifty cents.—*Harper's Bazar*.

He was an old merchant who devotes much time to his advertising. "John," said his wife, "what do you want put on your tombstone?"

"Oh," he answered, "it isn't important what the text is so long as it gets good space and is well displayed."—*Washington Star*.

Yours for Health.—Clerk: Here's a health item in this paper that I believe I'll work up into a placard to hang up in the hat department—next to "No Trouble to Show Goods."

Proprietor—What is it?
Clerk—"Don't Go Out Without a Hat."—*Smith, Gray & Co's Monthly*.

Mrs. Lakely Auditorium: I suppose we must begin to think of getting ready for the World's Fair.

Mr. Lakely Auditorium—I have thought of it. How do these two advertisements strike you?

"FOR RENT—A large, elegantly furnished double house, near the Fair Grounds. Reasonable terms to good tenant."

"WANTED IMMEDIATELY—A small furnished flat on the North Side. One without a spare room preferred."—*Life*.

The Country People

Can ONLY be satisfactorily
communicated with by means
of their LOCAL publications.

Sixty per cent of the 1400 papers comprising the ATLANTIC COAST LISTS are the *only* papers of their respective towns.

Eighty-five per cent are either the only papers, or are published at county seats.

More than one-sixth of the country readers of the United States are reached weekly through these 1400 papers.

We claim that these same readers cannot be properly addressed by any other advertising medium.

Some of these readers may be approached through other means, but to reach all of them and in a satisfactory manner it must be done through the papers of the ATLANTIC COAST LISTS.

One order and one electrotype accomplishes it.

What Will It Cost ?

That depends upon the size of the advertisement and the length of time it is to run.

Half a cent a line for transient advertising and quarter of a cent if 1000 lines are used.

Catalogues and information free.

ATLANTIC COAST LISTS,

134 Leonard St., New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

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A RAILROAD TRADE-MARK.

By D. M. Lord.

TO PRINTERS' INK of May 11 Mr. Edward A. Oldham contributes quite an article on railroad trade-marks. I confess I was a good deal surprised to find that the original, "the mother of them all," was omitted from the list. It is probable a short account of the way this trade-mark was originated and the various stages of its evolution may be of interest.

Something over ten years ago (the writer of this, then as now the head of the firm of Lord & Thomas), in negotiating a line of advertising for the Burlington road, the question of the proper display of the advertisement was being considered, and the then passenger agent of the railroad, Mr. Percival Lowell, thought that an advertisement set in gothic type throughout would be unique and striking. In the course of the conversation it was suggested by me that I get up something in the form of a trade-mark, which would be their own and unlike that of anyone else. After one or two days' consideration and work on the matter, a diagram was submitted to them like diagram No. 1 shown below.



No. 1.

Mr. Lowell, who was a man of very fine artistic taste, thought that the matter was too extremely simple and suggested that an arch be made in the lower part and a train of cars put in it, as is illustrated by No. 2.

Mr. A. C. Sheldon, the manager of the advertising at that time, now the general agent of the Burlington road in Portland, Ore., was quite taken with the idea and submitted the matter

to Mr. T. J. Porter, the general manager of the road, for his approval. At first he was inclined to rather sneer at the idea, and did not hesitate to express his disapproval in good strong language. After considering the matter overnight he sent for Mr. Sheldon, and said that that was a good scheme, and that the road would adopt it as their trade-mark. He immediately issued orders to have it put on all freight cars, but on seeing the design origi-



No. 2.

nally submitted, without the arch and train of cars, he said that was better, and that was the one ordered used.

The advertisement that we sent out to the papers covered quite an extensive list and each paper received a cut with the artistic design of Mr. Lowell. In the course of a year Mr. Lowell also came to Mr. Potter's conclusion, and the original design as submitted to the railroad company was adopted and has since been used on all their advertising matter. After it had been running a year or more, other roads "caught on" to the idea of the trade-mark, and the results may now be observed as noted by Mr. Oldham. I must confess that I feel a commendable pride in originating an idea which has proved so popular and effective with the railroads.

That the Burlington road has become very much better known on account of its trade-mark than if it had used any other method, I am very confident. A more effective trade-mark in that line I feel it would be difficult to imagine. That it is good and so considered by

many in the line, I have but to point to the great number who have so nearly copied it.

I am inclined to take issue with Mr. Oldham on his indorsement of the Queen & Crescent road's trade-mark. I should criticize it as not telling on its face what it is. This in contradistinction to the Iron Mountain route or the N. W. line, Cotton Belt line, etc. They mean something definite at a glance. "How dollars are made" may refer to one hundred and one different things.

WITH ENGLISH ADVERTISERS.

By T. B. Russell.

LONDON, May 18, 1892.

The *Illustrated London News*, pioneer of pictorial journalism, celebrated its jubilee, or fiftieth year, last Saturday with a double number, in a special new cover, designed for the occasion by Linley Sambourne, the well-known *Punch* artist. The *Illustrated* loves a double number and seldom misses an opportunity for one. The jubilee issue contained, in addition to the usual weekly attractions, several extra advertising pages, some specimen pages from old issues (showing how much better we engrave nowadays than fifty years ago), and a most interesting set of portraits of artistic and literary contributors. Also on this occasion the lion lay down with the lamb (and *not* with the lion outside), and the *Illustrated* said kind things of the *Graphic*, and the *Graphic* congratulated the *Illustrated*. Congratulations might have been warmer on all sides if the *Illustrated London News* had made up its mind to revert in one respect to its customs of fifty years since. It published in this double number a picture of the office in 1843, wherein a conspicuous object is a board thus inscribed:

IMMENSE SUCCESS	
OF THE	
ILLUSTRATED	
LONDON NEWS.	
PRESENT	- 40,000
CIRCULATION,	
EACH WEEK!	

If an advertiser asks about its circulation nowadays he will be told that it is very large, but, under present circumstances, to quote it would not be ——. Is it to be set down that the *Illustrated* was more progressive and less perversely prejudiced against ordinary

mercantile principle fifty years ago than now? Surely it is time to move *with* the time.

* * * * *

It is a strange thing, and one, I believe, not yet pointed out in its bearing on advertising questions, that people are most readily interested by pictures of objects with which they are already familiar. I remember pointing this out from another standpoint in some literary sketches I was writing last year. At the Royal Academy, or in any picture gallery, the picture which attracts the most attention is the one which depicts the most commonplace and vulgar objects. At the National Gallery, Frith's "Derby Day," which is quite the worst picture and never ought to have been put there, always has a crowd in front of it, but some of the master-pieces of Raphael, Michael Angelo, and the rest are neglected. In a picture shop, a picture of Timbuctoo or Kamschatka is hardly glanced at, but an engraving of the street where the shop stands will get an audience that has to be kept in order by the police, and is composed of people who see nothing much to look at in the aspect of the street itself, though it is probably much more interesting than any picture of it could be. There is a similar tendency in music—the unmusical ear hates new melodies, it loves old ones; but a musician prefers the new. That is because he is an expert. The public is not composed of experts in music and pictures, so it likes old tunes and familiar pictures. The advertising lesson needs a supplementary observation. Pretty much everyone is an expert in the art of reading. Therefore, *new* reading matter, or wording, and old or *familiar* pictures are good advertising. The most successful wall-poster I have ever seen (judged by the amount of attention it exacted from passers-by) was a colored picture, nearly full size, of a butcher's shop. Anyone that wants to can see a butcher's shop at any moment, and, to me, at least, it is anything but an attractive sight. But the manner in which crowds used to gather to look at the picture of this familiar and unpleasing object was ludicrous, and its effect must have been great. It was an advertisement of a provision warehouse opened by Spiers & Pond, the well-known refreshment contractors.

* * * * *

Another example is shown in minia-

ture on this page. It has been characterized as the most telling advertisement that has lately emanated from our establishment, though we have some new ones up our sleeve against this is worn out. This one owes its success to the same principle that I have been harping upon above. The arm is strongly drawn, homely and familiar; hand and bottle are readily recognized, and the measure, with forty-nine pills up against it, represents just the way an average reader would expect to go to work to ascertain the fact it illustrates. There is not an object in

excited by the motion, and the Court has taken the case into advisement, judgment deferred.

[From English edition PRINTERS' INK.]
SCRAP BOOKS FOR ADVERTISERS

By Chas. S. Stempf.

To every advertiser I say, start a note-book; start it to-day, and whenever any useful point is noticed or thought of, just jot it down. One of my friends who is keenly alive to these things, sometimes wakes in the middle of the night; a happy thought suggests

itself; with commendable energy he jumps out of bed, lights the quiet candle, seizes the note-book, and like the immortal Captain Cuttle, makes speedy entry therein.

A scrap-book filled with other people's advertisements that have pleased you is also of value; and if additions are made from time to time, a priceless collection can be easily got together.

Having these aids, do not neglect to use them; take them as suggestions simply; with a little discernment other ideas will be built up and there need be no mean or slavish copying of styles already used.

Keep also a cutting of every advertisement

you ever issue yourself, not merely as a heterogeneous mass, but under the name of one paper place every different advertisement you have ever inserted there. You will then know just how far you have educated that particular set of readers as to the merits of your own specialties.

THE right sort of advertising has much to do with the success of a clothing store; but unless it is backed up by the right sort of clothing at the right prices, its goes for nothing.—*Smith, Gray & Co's Monthly.*

THERE IS ONLY ONE



Pill to a dose
of

**CARTER'S
LITTLE
LIVER
PILLS.**

AND THERE IS ONLY ONE

GENUINE PACKAGE. It is EXACTLY like this,



Only the wrapper is printed in blue on white. The phial contains forty pills, and costs 1/4 as the others. This is cheaper than any other of decidedly unfounded pills. It is but a trifle over a farthing a dose, for one pill is a dose, though they are so small that forty-nine of them



only measure one inch square,



and each Pill is coated with sugar.



the advertisement that is not commonplace and familiar, and therein lies its strength.

* * * * *

It is generally understood here that copyright on matter in daily journals is not claimed. In deviation from this general rule, the *Times* has moved the courts to enjoin the *St. James' Gazette* (which, though it is one of the papers most virulent in its attacks on him, Mr. Gladstone is said to have characterized as the best evening paper) from reprinting articles from a series by Rudyard Kipling. Much interest is

TYPESETTING MACHINES.

By W. W. Pasko.

Typesetting machines have now been steadily in use in New York for about thirty-five years, and have been occasionally exhibited here for more than fifty years, yet although all the machines thus displayed have set type for a little time at great speed, and no reason could be assigned why that speed could not be continued, nearly all have saved so little that their room was better than their company.

The problem, although it seemed to be conquered by Delcambre, Mitchel, Alden and Kastenbein, was not really overcome. There were points which were neglected, and others which the inventors did not know about, which have so far prevented more than a very moderate use of the various kinds of apparatus. The future maker of these machines must know how to meet every obstacle. In practice, two points are shown to give more difficulty than any other. The operator is always unequal to the machine. Whatever it may be, it can work under good conditions faster than he can urge it.

The average speed of a good compositor is about 2,500 letters an hour. All machines will set for a brief space at the rate of 7,500 letters in the same time, but in the hands of first-rate operators they will reach the rate of 15,000 or 16,000 letters. No record of an operator, however, shows 10,000 letters an hour for the whole year, although there are compositors by hand who can give evidence that they have picked up 3,000 each hour for their entire setting time through the twelve months.

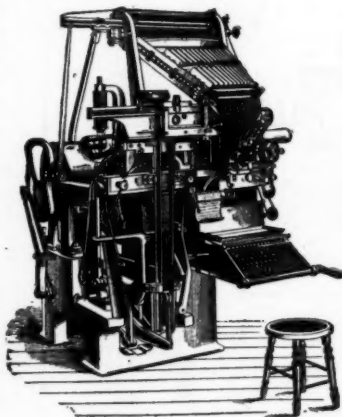
The machine claims too much for its present performance; it does not do, month by month, three times as much as the hand compositor, nor even twice as much. This must be attributed both to inherent defects and to the lack of training of the operator. The hand compositor hardly ever reaches his maximum speed under six or eight years of hard work, nor should the machine man. Yet there are very few of the latter who have labored for this length of time. Expertness cannot be attained without taking time.

Another defect is in the letters "choking" in the channels. When

they are dropped by the displacing finger they fall a certain distance. A font of type is of thirty different thicknesses, and of the same number of weights. Naturally, a heavy letter like an m or a w will reach the bottom more certainly and be less obstructed than an i or a comma. The grooves are of different length and different inclination; the dust that would stop an s in one channel would not stop an n in

another channel. The letters bound when they reach the bottom; they twist around, and the last letter struck reaches the line before another struck immediately preceding. In the handling of these channels and the passage of these types is a very formidable difficulty.

There are five machines now before the American public. The Burr is not pushed by its owners. It has been out a long time, and as great results have been reached from it as any other. The common complaints against it are that it has not a good distributor, that



THE MERGENTHALER TYPE-BAR CASTING MACHINE.

the machine breaks type and that its channels easily become clogged. It must be understood that a typesetting machine to be perfect must comprise three parts. One is to set the letters, another to distribute them, or throw them back, and the third to justify them, or make the line of exactly the right length by diminishing or increasing the distance between the words. The last is one of the most difficult problems in mechanics. That it can be solved we see by the Paige machine, which is not yet before the public, but which has done this in the presence of experts for hours together. No machine in actual commercial use justifies, although two type-bar casting machines—the Rogers and the Mergenthaler—do spread apart their words by wedges, so that a mould can be taken from the line.

The other typesetting machines are the Thorne and the McMillan. In the latter composition is done on one machine and distribution on another. When the type has been set it is taken away and justified by hand. Thus, a set

of machines requires two and a half men to operate it, although, as the distributor is very rapid, it will supply two composing machines. A good manipulator of the keys will frequently set more than a man can justify in the same time. This machine works very simply and easily, does not clog and requires very little in the way of repairs. One of its chief advantages is that each part is separate. It can be operated by one man—distributing in the forenoon, setting in the afternoon and justifying the next morning. Thus, if one member of a team is sick business is not stopped. A better construction can also be attained with each part when it is by itself, and not united with another. Its chief disadvantage is its bulkiness. It requires as much space for a given amount of work as would be needed for men to do the same labor.

This disadvantage is not found with

the Thorne machine. It is very neat and compact, and pretty to look upon. The type fall perpendicularly from the place where they are distributed into the line forming from copy. The distributor and composer form but one machine. At the side of the machine sits a girl who justifies the matter into lines as fast as may be necessary. The Thorne is now employed very largely, more being used of it than of all other typesetting (not type-bar) machines in the United States, and many are employed in England. The disadvantages attributed to it are breaking type and clogging channels. The last sometimes happens, but the former is very inconsiderable. A pound a day

would more than cover the loss on a dozen machines. Type is worth from forty to sixty cents a pound, so that this amounts to only five cents a day each, at the maximum. A cent a day would probably cover it. The manufacturers of this machine are continually improving it.

The Rogers machine is tied up by an injunction, the wedge principle seeming to be

completely covered by the Mergenthaler patents. It is a small and compact machine, requiring considerable physical power on the part of the operator. It does not easily get out of order. The Mergenthaler, on the contrary, is a large and ponderous machine. It displays great mechanical ingenuity. Instead of setting types it sets matrixes. These are slips of brass of various thicknesses, according to the width of the letter, which is hollowed out at one end. These slips of brass fall down their channels when the appropriate keys are struck, and are assembled together. When a line is completed two thin wedges, beveled only on one side—and those beveled sides touching each other, the thin end of one being at the thick end of the second—are forced together and give the requisite space. A line is then cast, its sides and bottom shaved and placed on the galley.



THE THORNE TYPESETTING MACHINE.

The slips of brass which contain the matrixes have each a peculiar system of nicks and hollows, so that they can pass along till they meet a corresponding series of projections and hollows, and then fall through into their own place, distributed for a fresh use. The principle is exactly that of a key passing through a lock. It can only go where the way is left free.

The speed of the manipulator is that of those on other machines, for, of course, a keyboard on one machine can be struck as quickly as that on another. But there are two advantages. No time is lost on justification—usually a quarter—as the spaces are cast at the same time as the letters, and there is no distribution—about another quarter. When the matter is done with it is melted and used over again. One disadvantage is the irregularity of the face. Some of the matrixes are hot and some are cold when the line is cast, therefore the former are low to paper and large, while the latter are high and small. Another objection is the constant expense of a machinist. When the contest took place before the American Publishers' Association at Chicago last fall its performance was far less than the other two machines, as it broke down so frequently. It gives very little variety of face, and costs more than the typesetting machines. A high rental is demanded, which, with the machinist's expense alone, would on the ordinary performance of a machine amount to ten or twelve cents a thousand ems. Still, many newspapers are using it, and it seems likely to be required still more. A decided economy is effected by its employment, and the irregularities of face are constantly becoming less.

NOVEL THINGS ADVERTISED.

By Joel Benton.

Emerson, in opening one of his famous lectures, which I heard when a young man, spoke of manners as being the "how" and not the "what." What he meant was that they are not the thing itself, but merely the fashion in which the thing shows itself. In advertising, as in other things, there is not only a "what" but a "how." And I may say too—to repeat the transcendental form—that there is both a "may" and a "must." There are some things which *must* be advertised—and this includes almost everything

—while there are other things which *may* be advertised and yet are only advertised specially or occasionally.

The patent medicine man everywhere, the important dry goods dealer and the clothier could not exist without the free lubricant of printers' ink. Few are the businesses that can. The matrimonial aspirant *may* advertise, and sometimes he does; but there is no *must* in his case.

In going over the columns of different papers occasionally, the careful observer will often notice a unique appeal or announcement in their advertising columns. The oddest of all kinds in papers having our grade and species of civilization are probably to be seen in the English papers. But, once in a while, a proffer which is new turns up in an American journal. Only the past week my eye fell upon the following striking offer, which seems to embrace a new idea, and, so far as I can see, a perfectly valid and legitimate one. It appeared in one of our most cultured periodicals and I copy it below:

A MAN WHO HAS TRAVELLED somewhat widely in countries outside the usual track of tourists has a large amount of memoranda of which he seeks to make lucrative use in the form of furnishing written letters, to be addressed at stated intervals to an invalid or other person who would be benefited by having their interest awakened and sustained as to some matter quite apart from their daily life. For further particulars address TRAVELLER, —, &c.

When Bayard Taylor had memoranda like this which is here offered, he put his written gleanings in letters to the *Atlantic Monthly* and the *N. Y. Tribune*, and afterwards made his well-known book from them, which is titled "Byways of Europe." When I began to read this advertisement I thought, of course, that it was an offer of a similar service to editors and publishers. But, behold! it is an entirely new idea.

It may happen, however, that this advertiser is even shrewder than I have suggested. His matter will not suffer from this use of it, if he contracts to have his letters returned; and after it has served some rich invalid or idler it can still be made to do journalistic and book service, in succession. It may be that there is something in this advertiser's scheme for editors and publishers to think of on their own behalf. Since the mob of contributors and literary aspirants is now so large that many of them must write without finding a place, or sale, for their work, why not open an advertising column in

which they can announce their poems, sketches and stories, at fixed rates, for the delectation of invalids and wealthy patrons who may wish to have an exclusive literary vintage of their own? People who are rich, or who are ill, like always to have the first shad of the season and the first strawberries. Why should they not also covet the first reading of literary productions; or, if able, possess the entire copyright, so they may have the complete ownership, as well as the earliest taste of these things? The doctors might, in some cases, object so far as the invalids are concerned, but the editors and many of the periodical and magazine readers would hold up both hands at this new departure. As Artemus Ward did not exactly say, "This is not meant to be 'sarkastical.'"

Another new thing lately advertised is a legal lien on a man's false teeth. Every one knows that in many of our States a mechanic has a first lien on a building he has helped to erect, but it seems, if a recent "special" to one of our dailies is authentic, that a Connecticut dentist claims the same attachment on a certain set of teeth which are in daily use by one of his patients. Omitting names and places referred to, the following is a correct copy of the dentist's advertisement, as published in the local paper of his vicinage:

AUCTION SALE.—On Saturday, May 14, I will sell at public auction at the sign-post near the B— National Bank one complete set of false teeth, now in the mouth of H— A. B—, of D—. E. L. J—, Dentist and Auctioneer.

The dentist claims that he made the teeth seven years ago, and has not yet been able to get his pay for the service.

Probably, for curious things advertised, no paper surpasses the *London Times*. My space is too limited now to refer to the queer things offered for sale in this journal, which is supposed to touch every class and occupation in England and her dominions. One, however, which is fixed in my memory in substance was the proposition, many years ago, of "E. C.," of some number in "Cheapside," London, to furnish the government with an infallible scheme of action and administration for the cure of the serious social and political disorders then very prevalent. The advertiser was willing to submit his political panacea to any committee the government might select, and would ask no pay unless it was considered in every respect satisfactory. If ap-

proved, he only asked £100,000 for his suggestions, which would certainly have been dog cheap. Three stickful of type were used to set this proposition forth, with only one customer in view that could possibly make any use of it; and evidently that customer did not purchase. Such faith in one's goods and in the possibilities of advertising is indeed rare.

EDUCATING THE PUBLIC.

By Wilder Grahame.

There is plenty of room for improvement over the best advertising service to be had to-day. That which is constantly improving on itself may always be improved upon. Besides, in the advertising profession the growth has been to a great degree in one line only, and at the expense of other branches. Business journals are full of the announcements of advertisement writers. That branch of the business is thoroughly and ably represented. But after the best form has been attained, the care expended in getting it before the greatest number of interested people is wholly disproportionate to the importance. True, many advertising agents exist who make a specialty of placing advertisements, but they generally accept things as they find them and make the best terms they can under existing circumstances. There is very little effort to change conditions beyond the usual effort to secure lower rates, etc.

Of the \$100,000 appropriations made by several of our prominent advertisers for the year's expenses in advertising, it is pretty certain that at least \$90,000 falls on barren ground, and that the profits all come from the other \$10,000 more fortunately placed. Do not understand me to say that \$10,000 might have been placed so as to bring as great profits as the \$100,000. The percentage of waste is usually greater in small than in large quantities. I mean that in addressing the entire subscription list of the most desirable medium published, at least 90 per cent of our audience is composed of uninterested people. In other words, nine bushels of chaff must be purchased with every bushel of grain and at the same price.

Most of this ground, no doubt, might be made tillable by a little judicious cultivation. The question is only—how?

The profits of advertising affect the publisher second only to the advertiser, for, inasmuch as advertising is made profitable, is it indulged in to a greater or less degree, and advertising is the backbone to the publishing business. It is only fair, then, that the publisher bear some of the expense of cultivating this barren ground and extending the limits of the profitable advertising field. Many publishers would be willing at once to co-operate in this, the necessity and the means once pointed out to them, especially when in so doing they confer a favor to the subscriber as well as to the advertiser.

Every periodical is to a certain extent the moulder of the tastes and opinions of its readers. A little advice, written in the form of a passing suggestion; short but frequent notes of interest, an occasional story with the plot based on this subject, a joke or two concerning it in the humorist's department, could not fail to awaken a more general interest in the advertising columns just as it has done for other subjects. The advice, however, should be of rather a general nature and not too much inclined to narrow down to "our advertisers." The jokes, to arouse an interest in their subject, must first be interesting for their wit. The notes should appear as breezy bits of gossip, not as auxiliaries to a set purpose. The stories should at least be fully up to the standard of the other fiction,

and few enough to always be fresh and welcome. In short, every reader should be appealed to through some department.

But all these lessons must be given with tact, and wholly free from any resemblance to blind advertisements themselves. Let them come forward only when interesting enough in themselves to make the subject interesting. Let them be brief and bright enough to arouse the wish that there were more rather than less of them. The "Children's Corner," too, should be well remembered. They will be the advertisers' patrons at some time. An occasional puzzle, guessing contests of various kinds, with prize attachments, will all assist in keeping the advertising columns constantly before the public, without any danger of tiring people while they are being educated up to the point where they will recognize the benefits and advantage of reading the advertising department for itself.

Right here another point comes in. In this course of training every effort must be made to give people reason to have confidence in the trustworthiness of advertisers by allowing none but irreproachable advertisers to appear. Keep the columns bright and interesting by encouraging frequent change of copy and by seeking the patronage of bright advertisers; keep them attractive by careful pruning, artistic arrangement, good printing; keep them

Novel and Noticeable Advertisements.

Chicago Realty



There's nothing safer than **Inside** Chicago real-estate. You can learn of one of the best of the good things—location; price; profits are all right. . \$40.00 down; \$10.00 a month thereafter—suffices.

This is

Chicago

—big; vital; alert; Mere bigness isn't everything, but there's safety in numbers. Send today for our booklet.

"VAN VLISINGEN"
ESTD 1878
(J. H. VAN VLISINGEN & BRO.)

145 La Salle Street,

CHICAGO.

Foot-Prints, No. 1.

"You praise the architect of a beautiful building, the sculptor of a graceful statue, the engineer of a symmetrical bridge. A comfortable, perfect-fitting Shoe is more important to you than any of these. Do you Praise your Shoemaker? You MUST, if you wear the Cousins Shoe. Your health and ease depend on it."

SPECIAL LINE OF

COUSINS' MEN'S SHOES.

Men's Kangaroo Lace.....	\$5.75
Men's Calf Piccadilly Lace.....	5.50
Men's Calf Broad-toe Lace.....	5.00
Men's Patent Leather Lace.....	5.00

J. & T. COUSINS,

Manufacturing Shoemakers,

499 FULTON STREET,
Bond St. Corner, Brooklyn.

reliable by excluding every unreliable concern; keep them useful by cultivating the acquaintance of the very best firms who have the class of goods most likely to be wanted by the class of readers appealed to; keep them in the public confidence by an absolute freedom from blind advertisements and misleading offers—people seldom like to be deceived, even when the deception is a bright and witty one; finally, keep this department worthy of the advertiser's confidence and your own respect by making it the best department possible and then always trying to make it just a little better.

Perhaps this article has seemed more appropriate for a publishers' than an advertisers' journal thus far. I say it to advertisers because they can if they wish say it better than I can to the publisher. If a very small proportion of the present investment in advertising from which there can be no returns were spent each year in convincing, urging, forcing (if necessary), the publishers to advance the interests of advertisers in this way, the net profit would be materially increased, and both publisher and subscriber benefited too.

If no other course were possible, I believe it would pay to cut down that regular ten-inch advertisement to three inches and use up the surplus space during the year for just the sort of literature I have been describing, and without any advertising of your own business whatever. Such a course would be possible, but I think unnecessary and less satisfactory than that which is in the power of the publisher to give his readers.

So much to you about the publishers; now, just a few words about yourselves, please, and these I might sum up into one—co-operate. Work together in educating the people in advertisement reading; in putting down all unfair practice; in driving out dishonest concerns. Create a confidence in the public by the best and most honorable dealing always. As they advance to your standard, raise it and keep them advancing. Be business men in your advertising, as in your office, and let your advertisements show it.

THE newspaper of the small city now compares favorably with the great daily. There are no handsomer or more newsy and able papers in this country than some of those published in the small cities.—*St. Augustine News*.

POINTS FOR THE WRITER.

By Israel A. Herrick.

The new man on the local staff of our paper you readily discover as you read the first labored item of news he prepares for the paper. I always pity him. Ten to one he is a college graduate. If he is, he has a good excuse for the poor English he is sure to write.

He never knows whether a collective noun is singular or plural. He gives an account of a wedding he attended somewhere and writes, "the family were all present." He is almost equally certain to discover to you the next day that "the people was in good humor at the theater last evening."

He goes on distinguishing himself in this way till he picks up the business, a matter of several years. No one tells him what a news item is. He discovers himself by a process that might be described as learning what things are not items of news. Like the Chinese alphabet, there is a good deal of it before you master the lesson.

So, too, of the proper form of an item of news. There should be no trimmings or rhetorical flourishes to it. This refers to the average item, particularly, of from five lines to half a column. There are four elements to consider and there is an unvarying sequence which the best papers follow. The writer answers four questions in regard to the fact. Who? What? When? Where?

This is the order of the elements of the item as regards their importance to the reader. He or she, as the case may be, wants to know what person or persons are involved in the matter he or she is to read, what it is justifies the paper in bothering him about it, how fresh the information is, where the events took place. These are the essential things about the item and complete the information of the heading. The subsequent matter one can read or not at will. He has mastered the fact and with the greatest economy of time.

Then, too, in the business office you detect the young business man who is new at advertising. He uses too many words for his space, in the first place. Then he isn't straightforward enough in telling his story. He forgets that the time of the person who reads the advertisement may be valuable. He begins, before telling *what* he has to

sell, to say he has the best thing in the market. After insisting on that he slowly discloses what he has to sell, and, lastly, tells where to get it. The true sequence in the most successful advertisements is this: *something* is for sale by *somebody*, *somewhere*; then what it is and how good.

The time is coming when the advertising editor who will prune the advertisement from inexperienced hands down to good taste will be as much a fixture in the office as the news editor on the loft.

USE OF FAC-SIMILES OF POSTAGE STAMPS, ETC., FOR ADVERTISING PURPOSES.

A practice has been prevalent among merchants and other business men to adopt fac-similes or likenesses of the postage stamps, postal cards, and other devices used by the Post-Office Department for advertising purposes.

It is not an uncommon thing for a business man to have a card printed in imitation of a United States postal card, the only difference being that in lieu of the words "United States Postal Card" he will substitute "Smith's Postal Card," or "Brown's Postal Card," and perhaps his own portrait, or some other, in place of the official one. A one-cent stamp is affixed to these cards, and they are deposited in the Post-Office.

An ingenious advertising scheme was recently devised by a firm in one of our large cities, whose business is mostly local. It was a fac-simile of a cancelled postal card, of the ladies' size, purporting to be a note from one lady to another recommending the firm in question. On each side of the card was printed an advertisement in imitation of a newspaper clipping. These cards were distributed in the city by carriers.

Imitations of the special delivery stamp have been printed on envelopes. The official inscription would be eliminated, and in its place would be the name and address of the firm or person issuing the same, or sometimes a returned request, "If not delivered in ten days return to ———." In the rush of handling mail it was not unusual for the mail clerk to take this card for a special delivery stamp, and to handle these letters with the "special delivery matter."

Imitations of postal money orders,

postal notes, the seal of the Post-Office Department, and other postal devices have been used for advertising purposes.

Government "penalty envelopes" are frequently imitated in style and size of envelopes, type and manner of display of inscriptions. Stamps are always affixed, but at a casual glance such an envelope would naturally attract more attention than an ordinary one.

These different advertising devices are used innocently and without any intention to defraud the revenues; and very few persons are aware that such use of the postage stamps and other obligations of the United States is in clear violation of a penal statute.

Section 3708 of the Revised Statutes, which prohibits the use of Government obligations for advertising purposes, reads as follows:

"Sec. 3708. It shall not be lawful to design, engrave, print, or in any manner make or execute, or to utter, issue, distribute, circulate, or use, any business or professional card, notice, placard, circular, handbill or advertisement, in the likeness or similitude of any bond, certificate of indebtedness, certificate of deposit, coupon, United States note, Treasury note, fractional note, or other obligation or security of the United States, which has been or may be issued under or authorized by any act of Congress heretofore passed or which may hereafter be passed; or to write, print or otherwise impress upon any such instrument, obligation or security any business or professional card, notice or advertisement, or any notice or advertisement of any matter or thing whatever. Any person violating this section shall be liable to a penalty of one hundred dollars, recoverable one-half to the use of the informer." (See §§ 5413, 5414.)

The section quoted below defines the words "obligation or other security of the United States," in substance, to mean all representatives of value issued by authority of Congress. Postal cards, money-orders, postal notes, etc., are "representatives of value" issued by authority of Congress.

"Sec. 5413. The words 'obligation or other security of the United States' shall be held to mean all bonds, certificates of indebtedness, national (bank) currency, coupons, United States notes, Treasury notes, fractional notes, certificates of deposit, bills, checks or

drafts for money, drawn by or upon authorized officers of the United States, stamps and other representatives of value, of whatever denomination, which have been (or may be) issued under any act of Congress.

"Sec. 5414. Every person who, with intent to defraud, falsely makes, forges, counterfeits or alters any obligation or security of the United States shall be punished by a fine of not more than five thousand dollars, and by imprisonment at hard labor not more than fifteen years."

It has been necessary to be very strict in the enforcement of these laws in order to prevent what might become a very annoying practice.—*U. S. Official Postal Guide.*

"THERE IS A GOOD-TIME COMING; IT IS ALMOST HERE."

It would seem that the time has nearly or quite arrived when this whole matter of newspaper catalogues, with quotations of circulation and with advertisements of newspapers, needs to be changed, and that such an evolution as is apparently called for would work good to all legitimate advertising interests.—*American Advertiser Reporter.*

A VULGAR OUTRAGE.

No one can read of the suit for an injunction to restrain the use of a little girl's photograph by a business house for advertising purposes without wondering of what kind of material the responsible defendants in the case could be composed.

The suit was brought by the child's parents. One would think that ordinary decency would have prompted the firm making use of the picture at once to remove it from its advertising cards and humbly to apologize for the offence it had committed. It is difficult to imagine a reputable business firm taking without leave the portrait of any private person and spreading it abroad on the cards that advertise its wares. Still more difficult is it to imagine such a firm contending against an action to restrain it from violating the feelings of the father and mother of the child whose portrait has been seized upon for indiscriminate distribution and vulgar show.

If business houses with such proclivities exist there ought to be a law for the protection of modest private

citizens against them. The man who insists on hanging up in groceries and barrooms the highly colored counterpart of any photograph he may procure by borrowing, buying or stealing ought to be liable to a severe penalty.—*New York World.*

GLASS TYPE.

The French newspapers are just now testing a novel sort of type, some made of malleable glass by a new process. The new types preserve their cleanliness almost indefinitely. They are said to wear better than those made of metal, and can be cast with a sharpness of line that will print more distinctly than is possible with the old style type. *La Patrie* is now printed entirely on glass type.—*Ex.*

THE persecution of PRINTERS' INK, the organ of the general newspaper advertisers of the country, should cease. That publication is certainly entitled to be classed by the Post-Office Department as newspaper matter. Instead of that Mr. Wanamaker, for reasons of his own, compels its publishers to pay the same postage as if it were a business circular. Ex-Assistant Postmaster-General Clarkson, in a recent letter, says that the claim of the publishers of PRINTERS' INK that it should be treated as second-class matter is right. Nearly every newspaper in the country has said the same thing. The time has come for Mr. Wanamaker to recede from his indefensible position in this connection.—*New Haven News.*

THE London *Saturday Review*, in its notice of advertising ethics in Dr. Partridge's case—a dentist who was lectured by the Master of Rolls for doing his profession discredit by advertising—drops into an imitation of Greek dramatic verse, as follows:

Semi-chorus. A—The truly good and truly wise
Will never, never advertise!
—*tise!*

Semi-chorus. B—And yet I think 'tis most imprudent not to advertise.
Don't you?

HERE is fame! A Jersey City publishing concern incorporates in its letter-head the following: "Special attention given to the writing of little books in an epigrammatic, original, bright and enticing manner, similar to the style of Powers, the business writer."

A ROMANCE OF THE PERIOD.

From the Chicago Tribune.

"Mildred," passionately exclaimed the young man, throwing himself upon his knees, "hear me! For months I have carried your image in my heart. You have never been absent from my thoughts one moment. The contemplation of a future unshared with you would drive me to despair—to suicide! Listen! For more than a week, Mildred, the dread, the suspense, the uncertainty, the horrible fear that I may fail to win your affections has oppressed me by day and banished sleep from my eyes at night. For more than a week I have not slept! With straining eyeballs I have tossed on my restless couch and—"

"Harold," interposed the gentle girl, with tears of compassion in her eyes, "I should consider myself the most heartless of women if I could look unmoved upon your sufferings when a word from me can banish them. If you are troubled with insomnia, Harold, you will find instant and certain relief by using Heavyside's celebrated Nerve Squelcher, price 50 cents a bottle, for sale by all druggists, satisfaction guaranteed or money refunded, testimonials on application, delays are dangerous, life is precious and what is life without sleep, send for sample, if used according to directions will cure in twenty-four hours, mention this paper."

HERE'S RICHNESS.

From the Keene (N. H.) Observer.

The man who originated the famous phrase which is used in connection with a certain camera received \$1,000 for that alone, and was engaged for five years on the strength of it.

There are twenty men writing rhythmical ads. whose income ranges from \$3,000 to \$4,000 yearly, and some of them are quite competent to take a literary fall out of Swineburne (*sic*) and acquire the prize in almost any kind of intellectual cake walk.

A DRAWING CARD.

From the Jersey City Journal.

There is nothing so energetic as the modern advertiser, and no people who like to be decoyed by advertisements better than the wild hordes who overrun the Great West. It is among the recent announcements that "Hamlet" draws big houses in the West when the title of the play is changed to "Was His Nibs Off His Nut?" A Philadelphia paper is responsible for the statement—therefore it must be true.

HOW WOMEN READ ADVERTISEMENTS.

From the St. Louis Globe-Democrat.

It has been my good fortune during my week's stay at this hotel to be seated at table with three or four bright women. Every one of them comes down to breakfast with a newspaper in her hands. And what do you suppose she reads first? Why, the advertisements of the big dry goods houses, of course. She dwells and comments on every item of the advertisements with the serious interest that I devote to the market reports.

GREAT ADVERTISING.

From the Flint (Mich.) Journal.

Boston business men appear to be awake. It is said that the advertising columns of one of the papers of last Sunday, if pasted together, would make a slip 283 feet long, or 62 feet higher than Bunker Hill monument. It is up the advertising column that the merchant climbs to prosperity.

UNIQUE ADVERTISING FOR ICE-CREAM.

From the Baltimore (Md.) Critic.

Signs nowadays must be "catchy" in order to attract attention, and the more ridiculous they are the greater number of persons gaze at them. Out at Fulton avenue and Baltimore street is a drug store with a big placard in the window: "Headaches cured while you wait." Down on Baltimore street, below Poppleton, is another unique sign. It reads, "Ice cream. Fried, stewed, raw or frozen, in bottle, jug, glass or plate, 3, 5, 10 and 15 cents." The effect of the sign on those who pass is amusing. Some look surprised, others grin and pass on, while a few stand still and gaze in wonderment. The sign is a curious one, but everybody reads it, and that's just the reason the enterprising ice-cream merchant worded it that way.

ADVERTISING DID IT.

From the Boston Beacon.

Patent medicines still pay. The proprietor of a group of rather widely advertised ones has evidently been helping people to contend against that "tired feeling" to some purpose, for he has just given a cool half million for a little bunch of mines in Arizona.

FOR SALE.

Advertisements under this head 75 cents a line.

PREMIUMS FOR NEWSPAPERS. EMPIRE CO., 146 Worth St., New York.

HANDSOME ILLUSTRATIONS for papers. Catalogue, 25c. AM. ILLUS. CO., Newark, N. J.

FOR SALE—PAYING INVESTMENT—Weekly Newspaper and Job Office, at sacrifice, in Ohio city of 30,000. Easy payments. "C. S. Z." Printers' Ink.

3,600 PRINTED ADDRESSES of good and responsible parties in Tenn., Ky., Texas, Mo., Ala., Miss., Ill., Fla., &c., cheap. T. L. TURNER, Martin, Tenn.

FOR SALE, on account of sickness, a splendid proprietary medicine business. \$5,000 cash, balance in real estate and stock in company. "S. 21," care of Lord & Thomas, Chicago.

100,000 Agents' addresses, printed and gummed. We sell of any State at \$2.00 1,000, and pay forfeit 4 cts on each returned "dead." Try 1,000. AGENT'S HERALD, Phila., Pa.

WEEKLY PAPER and printing office for sale. Profits per annum about \$4,000, which can be materially increased. Established nearly 25 years. Material is good. "F. W. S.," Press Club, 120 Nassau St., New York.

FOR SALE—A first-class Job Office, doing a paying business. Run in connection with a morning daily in a live, growing Kentucky town of 12,000. Address GEO. H. COX, care Baptist Book Concern, Louisville, Ky.

FOR SALE—A well-established weekly paper in one of the best towns in North Texas; complete job office in connection. Other business requires proprietor's attention. Liberal terms. Address "R. & M.," care of Printers' Ink.

JOURNALISM—A young man or woman, with brains, "push," and a little capital, having a bent for journalism, can hear of an excellent opportunity to enter the profession on an independent basis by addressing "R.," box 3289, New York City.

IMPORTANT! Printers and Advertisers. 5,000 I stock cuts, initials, comic and other illustrations, 15c. each. Newspaper portraits, any subject, \$1.00. Illustrate your town. Boom your business. Catalogue 4c. Write for information. CHICAGO PHOTO ENG. CO., Chicago.

FOR SALE—A printing and publishing establishment, book, news and job, in the North West. Publishes an evening daily (Vol. vii.) and a weekly (Vol. xxxv.), both Republican, in a city (7,500), county (30,000), and State (1,500,000), all Republican. Complete in all departments. Address "W.," care Printers' Ink.

WANTS.

Advertisements under this head 75 cents a line

WANTED—VICK'S.

WANTED—300,000 VICK'S by advertisers.

WANTED—RESULTS! Vick's 300,000 brings them.

WANTED—Good results! VICK'S MAGAZINE 200,000 gets them.

WANTED—An adv. medium with pulling qualities. Vick's 200,000.

WANTED—PROVEN CIRCULATION. Vick's gives it each month.

WANTED—A Magazine to reach the masses! VICK'S 200,000 does it.

WANTED—Increase of business! Use VICK'S 300,000 and get results.

WANTED—10,000 answers to my ad! Use Vick's 200,000 circ. It pays.

WANTED—To be in the swim. Use VICK'S MAGAZINE and you can be.

WANTED—By advertisers, more guaranteed and proved circ. Like "Vick's."

WANTED—A better adv. medium than PRINTERS' INK. It brings best results, so does VICK'S.

WANTED—PRINTERS' INK readers to know of the value of VICK'S MAGAZINE. Its 200,000 brings results.

WANTED—An adv. medium that will bring something beside postal card inquiries. Vick's Mag. will do it.

WANTED—A circulation of 200,000! Use VICK'S then; 142 copies for one cent on a yearly contract for one inch.

WANTED—Commonsense advertisers who appreciate a Guaranteed and Proved Circulation. VICK'S MAGAZINE, 38 Times Bldg., N. Y.

NEWSPAPER PRESSMAN, experienced and competent, desires position on first-class daily, having two or more perfecting presses. Address "P., Printers' Ink."

If you want artistic, tasty printing—an elaborate catalog, with embossed cover—write, or come in and talk it over. GRIFFITH, AXTELL & CADDY CO., Holyoke, Mass.

WANTED—BUSINESS MANAGER and editor (practical printer), to take charge of job office and weekly paper. Good salary to the right man. "A. A." care Printers' Ink.

COVER DESIGN WANTED for SEED CATALOGUE. We will pay \$50.00 for complete cover design for our 1883 seed catalogue, if accepted. Samples of former covers, showing our general style, mailed on application. VAUGHAN'S SEED STORE, New York and Chicago.

ADVERTISING BIOGRAPHY—Began '77, age 30, salary \$360. Quit '89, of own accord; salary \$5,000; house one of largest concerns in America; present adv'tg manager trained by me. Know how to get best results for money expended in adv'tg. Owners of business (specialty or proprietary article preferred) needing a publicity maker, address Box 237, Clementon, N. J.

SPECIAL NOTICES.

Advertisements under this head, two lines or more, without display, 75c. a line.

G R I T

VAN BIBBER'S.

SPOKANE SPOKESMAN.

NEWPORT DAILY NEWS.

LEYEY'S INKS are the best. New York.

RICH and cultivated people read the NEWPORT DAILY NEWS.

JOHN T. MULLINS' MAILING AGENCY, Faulkland, Del. \$2 per 1,000.

BUFFALO TIMES proves over 33,000 circulation. It will pay you.

AGENTS GUIDE, New York. The leading agents' paper. Send for copy.

THE cream of American society reached by the NEWPORT DAILY NEWS.

NEWPORT DAILY NEWS. 46 years old and never better. Wealthiest readers.

THE ADVERTISER'S GUIDE—Mailed free by STANLEY DAY, New Market, N. J.

ADVERTISE IN MOUNTAIN COURIER, Allport, Pa. Every State in the Union.

BOSTON HOTEL GUIDE is printed on heavy super-calendered paper. Cuts look well.

"PUT IT IN THE POST," South Bend, Ind. Only morning paper in Northwest Ind.

MEDICAL BRIEF (St. Louis). Largest circulation of any medical journal in the world.

DEWEY'S Canada List (60 papers); adv. rates 50c. line. D. R. DEWEY, Hamilton, Can.

SUPERIOR Mechanical Engraving. Photo Electrotype Eng. Co., 7 New Chambers St., N. Y.

IT IS BIGGER—THE TERRE HAUTE EXPRESS—than any paper in Indiana outside Indianapolis.

NEWPORT.—The best, most widely circulated, most influential paper is the DAILY NEWS. So says Rowell.

\$1.50 FOR 5 LINES 36 days. 6 days, 50 cts. Display ads. 15c. per inch per day. ENTERPRISE, Brockton, Mass. Circ'n 7,000.

KANSAS is thoroughly covered by THE KANSAS WEEKLY CAPITAL, Topeka, Kan., the leading farm and family newspaper of the State.

OUR RATES are so low (10c.) we can't buy a page ad. We prove 30,000 circ'n. Sample free. ILLUSTRATED WEEKLY, Topeka, Kansas.

THE PEOPLE'S ILLUSTRATED JOURNAL (monthly), New Orleans, La. A Southern family magazine, it reaches Sou'n homes. Advt'sel!

DIRECTORY PUBLISHERS, please send circulars and price list of your directories to U. S. ADDRESS CO., L. Box 1467, Bradford, McKean Co., Pa.

PAPER DEALERS—M. Plummer & Co., 161 William St., N. Y., sell every kind of paper used by printers and publishers, at lowest prices. Full line quality of Printers' Ink.

THE OHIO STATE JOURNAL goes to the homes of the best readers in central Ohio. Daily, 12,500; Weekly, 22,000; Sunday, 17,000. Nearly all the leading general advertisers use its columns regularly.

LETTERS to let for copying. 30,000 from our own ads from Oct. '91 up to date. Never been used before. Make offer for first and second copying. Address H. KNOBLOCH & CO., No. 1193 Broadway, New York.

WE will exchange THE INDICATOR, a National Journal of Insurance (Eleventh year) with any newspaper or periodical having an insurance department. Address F. H. LEAVENWORTH PUBLISHING CO., Detroit, Mich.

NAMES—125,000 addresses of persons, mostly ladies, who have sent money in reply to ads. This is no copy, but the original list, arranged by towns and States, in 70 large volumes, and has never been sold. Full particulars by addressing "F. T.," care Carrier 40, Boston, Mass.

REFERRING to THE GALVESTON NEWS, Geo. F. Rowell & Co., on page 110 of Printers' Ink, January 30th, '92, say: "There is also an especially good paper in Galveston, daily and weekly, that goes well over the whole of Texas." For sample copies, rates of advertising, etc., address A. H. BELO & CO., Galveston, Texas.

JAPANESE PILE CURE—A Guaranteed Cure for Piles of whatever kind. External, Internal, Blind or Bleeding, Itching, Chronic, Recent or Hereditary. \$1.00 a box, 6 boxes \$5.00; sent by mail. A written guarantee positively given to each purchaser of 6 boxes to refund the \$5.00 paid if not cured. Guarantees issued only by JOS. R. HOFFLIN, Druggist, Minneapolis, Minn.

Printers' Ink in London

I take much pleasure in being able to announce that I have succeeded in arranging with the publishers of **PRINTERS' INK** for bringing out an English edition of this exceedingly valuable and interesting publication. While it may not be widely known in Great Britain, it has, without any effort on the part of the publishers, long been a regular and welcome visitor to some of the leading business houses of this country, and when its value to advertisers is once understood, it will undoubtedly be universally read by all those who are enterprising and progressive. In order that the salient features of **PRINTERS' INK** may be presented in a concise and intelligent form, the following facts are submitted:

PRINTERS' INK has been established between three and four years, and was the first publication of any importance and value on advertising topics.

It is to-day the leading and most influential publication of the kind in the world. Its style and general features have been copied by a few other publications as nearly as circumstances and the resources of the imitators would permit, but it has never been approached in scope, grasp and editorial ability, nor in its marvellous success in securing public favor.

It is published WEEKLY, and usually contains from 32 to 40 pages of matter. It has a bona-fide circulation of over

50,000 copies every week.

It reaches the cream of the business and advertising world in America, and its contributors are the leading advertisers, and successful business men who value this medium of exchange for their ideas, suggestions and experiences. **PRINTERS' INK** thus becomes the forum for weekly discussions of live advertising topics, and so instructive and profitable has it become, that it is aptly termed

The Little Schoolmaster of Advertising.

Every number contains valuable current information upon the new developments in advertising circles, besides frequent statistical reports and other interesting original matter, so that the numbers, if preserved and filed away, become a veritable library of reference on all subjects connected with advertising topics. Its influence in England will be to increase the rapidly growing interest in modern and progressive methods of advertising, and while the subject matter may refer largely to American topics and surroundings, still the theories and experiences of the American advertiser will be just as valuable to us as to them.

The English Supplement

will contain original matter adapted to British readers, and I hope to make it the medium of much practical information.

PRINTERS' INK and the Supplement will be supplied *weekly* to all subscribers at the very low price of 5s. for fifty-two weeks, postage free.

In order that the business public of Great Britain may have an opportunity of examining this valuable publication, I have arranged to send a sample copy to a very select list of prominent houses, and a blank form for subscription is enclosed with the copy.

Since it will be impossible to repeat the sending of sample copies to the same addresses except at long intervals, I respectfully urge that all who wish to receive it regularly will forward to me *at once* their order for the publication, together with a postal order for 5s. Very respectfully,

FREDERICK W. SEARS,

Sole Representative for Great Britain,

138 Fleet Street, London, E.C.

AT LAST.

After Many Years an Error has been discovered in the American Newspaper Directory.

The Frederick (Md.) *News* receives the \$25 reward for a case where it is shown that a publisher sent in a true, detailed statement of his circulation, covering three months or more, and the editor of the Directory failed to rate his paper in accordance therewith.

The story of the wrong is simply the history of a typographical error, but is worth relating.

The revise books of the 1892 Directory show that the following copy was furnished to the printer :

daily form NEWS; every evening except Sunday,
 and WEEKLY, Thursdays; independent;
 eight pages 18x23; subscription—daily \$3,
 weekly \$1; established 1883; Great Southern
 Printing and Manufacturing Co., editors and
 publishers; circulation—daily 3,000, week-
 ly 8,000.

weekly *eight pages*
 H 3,000 1.600

It ought, perhaps, to be explained that the previous edition of the Directory always forms the basis of the new edition, such corrections as the passage of the year make necessary being indicated in the margin. When a proof of the above copy was furnished by the printer to the editor of the Directory, an error was noted and the copy was returned with the following correction :

NEWS; every evening except Sunday,
 and WEEKLY, Thursdays; independent;
 daily four pages 18x23, weekly eight pages;
 subscription—daily \$3, weekly \$1; estab-
 lished 1883; Great Southern Printing and
 Manufacturing Co., editors and publishers;
 circulation—daily 3,000, weekly 8,000.

There is evidence that this correction was noted by the printer, but just at that time the publishers of the *News* sent in a picture of their newspaper building to be incorporated with the notice of the paper. This necessitated rearranging the paragraph, which then took the following form, and the correction previously noted was lost sight of :

NEWS; every evening except Sunday,
 and WEEKLY, Thursdays; independent; daily
 four pages 18x23, weekly
 eight pages; subscription—
 daily \$3, weekly \$1; estab-
 lished 1883; Great Southern
 Printing and Manufactur-
 ing Co., editors and pub-
 lishers; circ'n—daily 3,000,
 weekly 8,000.



The proof had already been examined by the editor of the Directory, and, under the circumstances, it is not strange, perhaps, that the omission of the figure 1 before 600 was not again noticed until after the book had been printed. The publishers of the *News*, however, had furnished a statement entitling them to an exact rating; that rating was not given, consequently the forfeit of \$25 was due to them, and it has been cheerfully paid. This forfeit has been offered for years, but never before has a publisher established a claim that entitled him to receive it.

THE "MAIL" IN THE LEAD.

IS GIVEN SECOND PLACE IN THE RECENT SIEGEL, COOPER & CO. CONTEST.

ITS CLAIMS MADE GOOD.

FIGURES WHICH GIVE AN INDICATION OF THIS PAPER'S STANDING IN CHICAGO.

The claim of the *Mail* to a second place among the afternoon dailies of Chicago in point of circulation and value as an advertising medium has just received a most flattering indorsement. Siegel, Cooper & Co., one of the biggest houses of the kind in the world, some time ago conceived the idea of regulating their advertising patronage in accordance with the amount of good each paper in Chicago could do them in a business way. Three or four weeks ago they tried the morning papers, giving the following reasons for so doing:

"A short while ago, when in New York, the writer noticed at the Sixth Avenue elevated stations two adjoining signs, which read as follows:

"The *Sun* has a larger circulation than any other newspaper published in New York,' and 'the circulation of the *World* is greater than that of the *Herald* and *Sun* combined.'

"We wondered which of the two were the biggest liar. And so it goes.

"Every paper claims a big circulation—as a rule a larger circulation than its contemporaries.

"Only last week the advertising agent of a certain paper claimed a bona-fide circulation of 58,000 copies. We have reason to believe that 5,800 would be nearer right.

"Take some of our afternoon dailies. The *Mail* claims a larger circulation than either the *Post* or *Journal*, and when you mention that to the representative of the two last-named papers they smile and say: 'You don't believe such stuff, do you?' And so it goes all the time, and we poor advertisers are continually in a sea of doubt whether our advertising contracts are well placed or not; whether we get value received or are imposed upon.

"For this reason we have decided to probe this matter to the bottom, and we trust that our friends, even aside from the inducements offered, will be kind enough to assist us by bringing

with them to-morrow this page of their Sunday paper.

"In a day or two we shall make a test of the afternoon dailies."

With the result of the morning paper contest the *Mail* has nothing to do in this instance, but the result of the afternoon paper contest is of immense importance to it. It will be noted in the above that a reference is made to the relative circulation of the *Mail* and the *Journal* and *Post*. The claim made by the *Mail* to the effect that it is the second in circulation of the Chicago afternoon dailies was made with a full knowledge of the facts. The *Mail* is second in circulation, there being only one paper which exceeds it in the number of papers sold and read. To demonstrate this is the purpose of this particular article.

Nearly two weeks ago Siegel, Cooper & Co. inserted advertisements in all the afternoon papers in which they extended the test to the afternoon dailies. The contest was invited by the following concise statement of the terms:

"We wish to ascertain the relative value as advertising mediums of the various afternoon dailies. To-morrow we shall test them the same as we tested the Sunday papers a week ago last Monday. To accomplish this end we announce below a sale in which every article mentioned is offered at a nominal price, regardless of its real value, on condition that you bring the page of the paper in which you saw the ad. with you to the store. At the several entrances we shall exchange the paper for a check, and this check must be shown at the counter to entitle you to all the benefits of the sale. Why we do this we stated before. We want to know whether we get the advertising we pay for or not."

The readers of the *Mail* in this contest have spoken in no uncertain tones, for when the results were reached they were about as follows:

The Evening News.....	2,236
The Chicago Mail....	1,217
The Evening Post.....	536
The Evening Journal.....	323

Consequently the *Mail* has that proud feeling which usually is the running mate of success.

JOHN H. FINLEY, president of Knox College, Illinois, is only 28 years old, probably the youngest in the country. Knox is one of the prominent Western coeducational colleges.—*Housekeeper*.

**Morning Advertiser,
Sunday Advertiser,
Commercial Advertiser.**

JOHN A. COCKERILL, EDITOR.
CHARLES E. HASBROOK, PUBLISHER.

ADVERTISER BUILDING,
29 PARK ROW, NEW YORK.

70,000
Daily Average Circulation

AMONG MEN AND WOMEN
OF FAMILIES, PLACES THE

Morning Advertiser

in a position to serve
the Advertising Public

Efficiently, Profitably
and Satisfactorily. - -

The quality of our circulation justifies us in this assertion,
because it is a HOME CIRCULATION.

It is in touch with people of families
and firesides. It reaches the kind of peo-
ple who buy merchandise, build houses,
pay taxes and generally support the
substantial interests of a community.
No higher quality of circulation can be
obtained. Bear this point in mind.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

PUBLICATION OFFICES :

No. 10 Spruce Street, New York.
No. 138 Fleet Street, E. C., London.

Issued every Wednesday. Subscription Price: One Dollar a year in advance; single copies, Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

ADVERTISEMENTS. 75 cents a line; \$150 a page; one-half page, \$75; one-fourth page, \$37.50. Twenty-five per cent additional for special positions—when granted. First and last page fifty per cent additional. Special Notices, Wants or For Sale, two lines or more, 75 cents a line. Advertisements must be handed in one week before the day of publication.

JOHN IRVING ROMER, EDITOR.

NEW YORK, JUNE 15, 1892

MORE than fifty thousand copies of PRINTERS' INK are issued weekly, and more than fifty thousand copies will be issued every week in 1892, whether the Post-Office does or does not continue its tyrannical outrage.

ADVERTISING make-up sometimes brings strange bed-fellows. Silverthorn's jewelry store, of New Haven, Conn., inserted an innocent reading notice in the *Palladium* of that city. It was given a position immediately following the death notices, which would not have been out of the way had the advertisement not happened to begin with the following suggestive verses:

She made a golden quilt,
A trifle for the fair;
But when her husband saw the bill,
He climbed the golden stair.

MR. CARLISLE WILL GIVE IT "CONSIDERATION."

United States Senate.

*Painted by Mr. Carlisle
I shall take pleasure
in giving the subject proper
consideration when it comes
before the Senate. I am
not a member of the
Committee before which it
is now pending.*

*Very truly
yours
J. T. Smith.*

AN advertiser with a fine sense of humor, and possibly a correct knowledge of the inner workings of the feminine mind, displays the headline, "A Proposal For Every Lady." This impartial distribution of favors is accounted for in the next few lines, from which it appears that the proposal in question has no relation to matrimony, but is simply "for every lady in America to make delicious custard with Bird's Custard Powder."

FOR publishing the following article the Effingham (Ill.) *Democrat* recently had its entire edition excluded from the mails:

The Catholic Fair.

As noted by us last week the Catholic fair was an unprecedented success. The interest and attendance increased up to the closing hours on Friday night. The voting contests on the goat, set of china and the harness grew quite exciting, the vast throng in the hall taking intense interest in the contests. The net receipts of the fair were \$2,200, which marks it as the greatest success in the history of church fairs in the city. The new church has friends among all classes and a large patronage followed from that wide friendship. The following is the result of the voting contests and the award of the prizes:

GOAT CONTEST.

Paul Partridge.....1666 votes
Charley Wade.....1819 votes
Scattering..... 39 votes

HARNESS CONTEST.

D. B. Coleman.....2561 votes
A. Gravenhorst..... 677 votes
Pete Wilson..... 474 votes
Scattering..... 22 votes

CHINA SET.

Mary E. Gilmore.....1714 votes
Mrs. Wm. Barrows.....1806 votes

PRIZES AWARDED.—Mrs. J. B. Seitz, guitar; W. H. Edgbrink, bedstead; Chas. Wade, oil painting; Nellie O'Connell, wool shawl; W. S. Holmes, hand painted banner; Eva O'Donnell, plush sofa pillow; Curt Dial, basket; L. Reisen, lamp shade; J. Partridge, Jr., double chain quilt; John Dieterich, photo bag; J. Partridge, Jr., cookstove; Rev. Lyons, 2 pictures; J. B. Hogan, youth's suit; H. B. Wernsing, picture, "Sacred Heart"; P. R. Ducey, gentleman's suit; A. Campbell, quilt; Mrs. J. Webb, mandolin; H. J. Merz, headrest; J. J. Feldhake, dozen napkins and table cloth; P. Wilson, patent leather shoes; H. Goldstein, jersey calf; F. Drman, pin cushion; Annie Friepartner, doll; Mary Smith, ladies' shoes; Tillis Laundry, clock; Father Martin, ladies' gold watch; T. W. Smith, quilt; E. B. James, silk umbrella; W. F. Kirby, bride and groom; Jessie O'Connell, apron; H. B. Wernsing, plush stand cover; J. Ruer, one acre lot; Mamie Wade, chamber set; Mrs. McGee, basket; E. Casselman, crayon drawing; Father Martin, toilet set.

WAITING TO HEAR FROM JOHN.

THE REGISTER-GAZETTE.

THE REGISTER Established 1846.	UNPUBLISHED PERMITS 1. 1891.	THE GAZETTE Established 1846.
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The Register-Gazette Co.
PUBLISHERS.

A consolidation of the Two Oldest and Strongest Papers in Northern Illinois.
The Only Paper in Rockford taking a Free Export.
Circulation-guaranteed double that of any other Rockford Paper.

GEO. P. ROWELL & CO.
New York, N.Y.

Rockford, Ill. May 25th 1892

Gentlemen:
Will you kindly advise us as to what Rockford merchants are at present receiving *Printers' Ink*. You will recall that about a year ago we sent you a long list of subscribers, whom we still wish to have regularly receive the paper. It does them good by instructing them & instructing them in advertising methods & we get the benefit of their increased & more intelligent use of our columns. If you can't afford to pay the postage now, we certainly shall be glad to do so.

Very sincerely yours
The Register-Gazette Co.
Edwin C. Bonnell Pres.

On receipt of the above we wrote to Mr. Wanamaker. See letter printed below; but no answer ever came.

NEW YORK, June 3d, 1892.

Hon. John Wanamaker, Postmaster-General, Washington, D. C.:

DEAR SIR—On the 27th of May we wrote you, making inquiries about the legality of certain subscribers to *PRINTERS' INK* obtained by the *Washington Star*. To that letter we have not been favored with any reply.

We now invite your attention to a copy of a letter from the *Register-Gazette*, of Rockford, Ill. It appears by examination of the mailing list of *PRINTERS' INK* that 40 persons in Rockford are subscribers. How many of these were obtained by the *Register-Gazette* we are not at present able to tell you. What we want to know is whether the *Register-Gazette* may without impropriety obtain subscribers for *PRINTERS' INK*, and pay for the same with advertising space in that paper, and whether the subscribers so obtained will be "legitimate." Your reply will greatly oblige your obedient servants, GEO. P. ROWELL & CO.

Correspondence.

A FISH DEALER'S "AD."

CINCINNATI, Ohio, May 20, 1892.

Editor of PRINTERS' INK:

This bituminous coal-consuming town is a murky place, but the intellect of its inhabitants remains unclouded though the atmosphere be dense. Read this advertising circular, the latest production of an enterprising wholesale fish dealer here, and give us an expert's opinion as to whether the bright, professional "Ad-Smiths" of your neighborhood could give him any points.



KINGSBOROUGH'S IRISH CANARY WHISTLE.

The Boys Go Wild Over Them.

A MOST COMPLETE WHISTLE FOR

FISH PEDDLERS,

Imitating the Irish Pig, Dutch Pig, Yankee Pig and Chinese Pig.

We will send one FREE to each of our customers in consideration they tell us the first thing they remember doing or seeing, and the last thing they thought of, and also their nationality.

Price, 25 and 50 cts. each.

JNO. KINGSBOROUGH,
Cleveland, Ohio.

Please say nationality pig preferred.

Express agents will deliver whistle FREE.

"I don't do business with railroad presidents," says Mr. Kingsborough. "If I did, I'd have to be a little more dignified in my methods of advertising; but a little dodger like that tickles the people I send it to, and they keep it to look at once in a while. Yes; the conditions on which I send a whistle are a little crazy, but if you think a minute you'll see that they are pretty hard to comply with. I had to put in something like that or they'd be sending for whistles." *

MR. WANAMAKER'S SECOND-CLASS CIRCULAR.

McELHENIE & MARSLAND, }

Apothecaries,

BROOKLYN, N. Y., May 21, 1891. }

Editor of PRINTERS' INK:

Just ask the editor of the Doylestown *Intelligencer* if *Book News* ever contains an item about any book or author not represented in the stock on Mr. Wanamaker's counters.

Yours truly, THOS. D. McELHENIE.

THAT PRIZE ARTICLE.

MILLER'S HOTEL,
NEW YORK, June 2, 1892. }

Editor of PRINTERS' INK:

I am very much pleased with Mr. H. G. Barnum's article in the last issue of PRINTERS' INK. You ought to get the names of all who are interested in bringing about such practical and fair Post-Office legislation. Form an organization whose efforts and votes will be the means of bringing it about. I read every issue of PRINTERS' INK through, and that is more than I can say of any other publication.

A. B. JAMISON, M. D.

A VICTIM.

OFFICE OF MANLY MACHINE CO.,
DALTON, Ga., May 18, 1892. }

Publishers of PRINTERS' INK:

Believing in fair play and unbiased interpretation of laws, we simply want to drop in our ballot with you in your contest with the P. O. D. We know something of the popularity of your little journal in the South, and we believe that the universal verdict of our local business men is that you are the unfortunate victim of very unjust discrimination.

MANLY MACHINE CO.

BAREFACED IMPOSITION.

DELAWARE CITY, Del., May 18, 1892.

Editor of PRINTERS' INK:

Our present method of advertising is the result of reading the many well-written and illustrated articles on advertising published in PRINTERS' INK, and the result of this method is that our business has increased three hundred per cent since its adoption.

Of all the papers we take we prize it the highest. It is a great help to live manufacturers, dealers and advertisers, and is well worth five times the subscription price. Every trade paper must be run by experts in that particular trade, to be of any use to the subscriber or advertiser; and if such people are not allowed to run them they would cease to exist. If it is right to exclude one trade paper from the privileges of the mail, then all should be excluded.

The wise postal authorities seem to think that all trade papers should trade off. Let the publisher of, say, the *Typographical Messenger* sell poultry and the *Poultry World* sell type, and see what success they would have. What paper is there which does not have something of its own to sell or advertise?

To interfere with a paper like PRINTERS' INK, and allow hundreds of other similar but inferior papers the privileges of second-class matter, is a bare-faced imposition.

Yours truly,

VON CULIN INCUBATOR CO.

A STRONG ENDORSEMENT.

VICK'S ILLUSTRATED MONTHLY
MAGAZINE,
NEW YORK, May 14, 1892. }

Editor of PRINTERS' INK:

We have been advertising now with you for several months, and are getting more replies from PRINTERS' INK than from all the other advertising mediums put together.

H. P. HUBBARD,

Sec'y Vick Pub. Co.

CIRCULATIONS OF ART MAGAZINES.

OFFICE OF THE ART AMATEUR,
Montague Marks, Editor and Publisher,
23 Union Square New York, June 1, 1892. }

Messrs. Geo. P. Rowell & Co.:

GENTLEMEN: I desire to inform you that, while your Newspaper Directory gives correctly the average circulation of my magazine for the six months ending December, 1891, it grossly overstates that of other art publications. Now, I not only claim, but desire the opportunity to prove that THE ART AMATEUR has the largest bona fide paid circulation of any art magazine in America—I might add, in the world.

To establish this claim, I am ready to show my printers' and paper-makers' bills, my subscription books and my monthly receipts from the American News Co., and postal mailing vouchers, not only for the half year covering the rating

In your Newspaper Directory, but for a full year up to date.

I respectfully submit that no mere statement of circulation by any publisher who is not willing to prove it, as I hereby offer to do in the case of THE ART AMATEUR, is entitled to serious consideration. Yours faithfully

(Signed) MONTAGUE MARKS.

NOVELTIES for Publishers and Novelty Dealers. P. O. Box 3046, Boston. Send for Catalogue.

AGENTS' NAMES, New Ones. 1000 for 25c. Western Mail Agency, St. Louis, Mo.

GIBB BROS. & MORAN PRINTERS 15-51 Rose St., N. Y.

PIANOS, ORGANS, in exchange for space. Dan'l F. Beatty, Wash'gton, N. J.

PATENTS W. T. FITZGERALD, Washington, D. C. 44-page Book FREE.

BOSTON. I manage adv. for Pray & Co., Dyer, Rice & Co., etc. Other such clients wanted. A. E. SPROUL, 555 Wash'ton St.

ONLY "ad." SURE to be READ for 2c. stamp to KING, 105 Duane St., N. Y. City.

WOOD ENGRAVING PETRI & PELS 100 N. 3rd St., NEW YORK.

DESIGNS, Illustrations, etc. Highest order only. A. W. B. LINCOLN, 28 W. 20th St., N. Y. City. Ten years with leading periodicals and advertisers.

12 For a STEEL PENS SPENCERIAN, 810 B'way, N. Y.

PUBLIC OPINION Always pays Advertisers. Washington. New York.

THE EVENING JOURNAL, JERSEY CITY, N. J. Circulation, 15,500. Advertisers say it pays.

KUTS For Advertisers; lively, cheap. Bring trade every time. Send for proofs free. CHAS. W. HARPER, Columbus, O.

WORLD'S FAIR BUILDING CUTS FOR SALE BY J. MANZ & Co., ENGRAVERS, 183-7 Monroe St., Chicago.

LADD'S PLAN. I give considerable time to studying advertiser's requirements. Then, if I suit him, we do business. Write me. A. C. LADD, Ad. Writer, 57 Lincoln St., Boston.

YOUTH'S LEADER, NEW HAVEN, CONN. Over 40,000 copies monthly. Advertising, 30 cts. per agate line.

Kate Field's Washington, Is read by intelligent people who pay their bills. Are these the people you want to reach when you advertise? Washington, D. C.

Do You Want Agents? I have sent so far to 35,000 post-offices for the names of Agents for my own use. Will exchange for job printing, typewriter, safe, bicycle or job press. Send for particulars. J. SNEAD, Vineland, N. J.

"WHEN" A RARE BOOK FOR MEN. 10 Cents Silver Mailed Secure. Or Six 2 Cent Stamps. P. O. Box 103. NEW HAVEN, CONN.

\$30.00 Per Day our agents make taking advertisements from leading firms for our "Guest Call" which is put into hotels FREE. Write for an agency. You don't need experience to make big money working for the Electric Guest Call Company, Minneapolis, Minnesota.

To Those Who Don't Know:

I write ads; don't draw them. Haven't a picture gallery, and don't send samples around for people to choose from. What you get from me is strictly original, and for yourself alone. You pay only for what you get. E. A. WHEATLEY, Chicago, Ill.

SAN FRANCISCO CALL.

Established 1833.

Daily, 56,759—Sunday, 61,861.

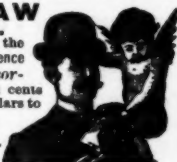
The Leading Newspaper of the Pacific Coast in Circulation, Character and Influence.

MANUFACTURES' AGENTS IN ENGLAND.

Fassett & Johnson of London represent leading American Manufacturers of proprietary articles. Trade connection throughout the Kingdom. First class references. Fassett & Johnson undertake the registration of Trade Marks and all preliminaries to the introduction of approved articles in England. Address: 32 SNOW HILL, LONDON, E. C.

STUDY LAW AT HOME.

Take a Course in the Sprague Correspondence School of Law. (Incorporated.) Send ten cents stamps for particulars to J. COTNER, Jr., Sec'y, Detroit, Mich. 312 Whitney Block.



PREMIUMS.

Dealers with anything good to offer in this line should send Catalogues, Price Lists, Discount Sheets, &c. (but not traveling men) to the



Illustrations FOR

Advertisers

\$1.00 EACH.

Specimen Sheets forwarded upon receipt of stamp.

THE GEO. P. ROWELL ADVERTISING CO., 10 SPRUCE ST., NEW YORK.



"Now, Johnnie, tell your daddy what you have learned to-day."

"I have learned that round is the world and level the man who advertises in

THE AMERICAN
School Board Journal

"Good, my boy! You will be successful some day. Get acquainted with Bruce, the successful publisher of New York and Chicago."

Southwestern Presbyterian

The six Southwestern Synods of the southern Presbyterian Church, embracing the States of Tennessee, Alabama, Mississippi, Louisiana, Texas, Florida and Arkansas, is

Its Special Field.

These synods have a membership of over 54,000.

For estimates or other matters, address PUBLISHER S. W. PRESBYTERIAN, New Orleans, La.

Advertising That Yields Big Returns.

THE Sunday Mercury

NEW YORK.

CIRCULATION.

Feb. 7.....	108,121	Mch. 20.....	100,319
" 14.....	108,915	" 27.....	100,206
" 21.....	108,975	Apr. 3.....	108,697
" 28.....	108,215	" 10.....	108,542
Mch. 6.....	109,405	" 17.....	108,301
" 13.....	109,008	" 24.....	109,521

Average..... 108,935.

RATES, MAY 1, 1892.

General—8th Page.....	\$.25
" —Inside Pages.....	.35
Special Notices.....	.35
Medical.....	.40
Business Notices.....	.50
Local Miscellany.....	.50
Reading Notices.....	1.00

THE MERCURY does not set up the usual claim of being the best medium. Its broad circulation, city and country, and its high standard of excellence guarantee large returns from the amount invested in its advertising columns. When placing future business bear THE MERCURY in mind.

THE MERCURY, NEW YORK.

For Western and
Southwestern
Advertising Use

The St. Louis Magazine

Now in its twenty-second year,
and with a bona-fide cir-
culation above the

25,000 mark.

Rates, 30 cts. per line agate.
Reading notices, 50 cts. per
line. Special rates for position
pages given on application to

T. J. GILMORE,

Publisher,

901 Olive St., St. Louis, Mo.

Advertisements received through any re-
sponsible advertising agent.

To Proprietors of First-Class

Schools and Colleges.

North The American Review

is the favorite medium for advertising
first-class schools. The proprietors of
such institutions can nowhere else ob-
tain so effective a means of reaching
the class upon whom they must de-
pend for patronage and support.

Our school advertisers testify to the
good results they have obtained through
using the REVIEW.

Special rates for the summer months
on application to

ADVERTISING MANAGER,

North American Review,

3 East 14th Street, NEW YORK.

The Hearthstone

Circulated 1,161,100
copies last 6 mos.

The Hearthstone

Proves Circulation by
Paper Bills.

The Hearthstone

Proves Circulation by
Printer's Affidavit.

The Hearthstone

Proves Circulation by
Mailer's Affidavit.

The Hearthstone

Proves Circulation by
P. O. Receipts.

The Hearthstone

Invites investigation
at any time.

The Hearthstone

Has paid, does pay,
will pay advertisers.

The Hearthstone

Circulates in every
county in the United
States.

The Hearthstone

A Story Paper—Il-
lustrated—Monthly.

The Hearthstone

A Nickle a Number
—a quarter a year.

The Hearthstone

Regular Circulation
over 100,000.

The Hearthstone

Sixty Cents a line—
advance July 1, '92.

The Hearthstone

Second year—Send
for sample copy.

The Hearthstone

Office, 285 Broadway,
New York.

**Before taking
Your vacation**

secure the services of these tireless workers who take no vacation. They talk in over 260,000 families every week; they speak only when the listener is ready to hear, often when he does not expect it, but who never speak except with the voice of a trusted friend. They talk in the different denominations and only in them to the people who have homes to keep up.

Have you anything to sell to these people?

**Put
Them
On
Your
List**

Let us help
to make your
vacation restful.

**Sunday School Times.**

PHILADELPHIA.

Presbyterian.
Lutheran Observer.
National Baptist.
Christian Standard.
Presbyterian Journal.
Ref'd Church Messenger
Episcopal Recorder.
Christian Instructor.
Christian Recorder.
Lutheran.
Presbyterian Observer.

Over 150,000 Copies
Religious Press
Association
Phila

**EDUCATIONAL
INSTITUTIONS**

Have for many years recognized

"The New York Tribune"

as the most effective medium in the country for securing a desirable and profitable class of pupils, and in consequence it receives throughout the year a larger amount of educational advertising than any other journal.

It is read by people who have the means and disposition to give their children all the advantages of a thorough and finished education.

For advertising rates address

The Tribune,
NEW YORK CITY.

Educational Advertising
Department.

HOME-MAKER MAGAZINE; new management; the only organ of the "Woman's Federated Clubs," the strongest organization of influential women known. Send for copy the new HOME-MAKER and advertising rates. 44 E. 14th St., N. Y.

SEWING MACHINE

Trade is a small but good field. Men are seeking side lines. TIMES reaches and covers the field.

If you want to reach the rural classes of

NEBRASKA,

Kansas, Colorado, and South Dakota, the **SEMI-WEEKLY STATE JOURNAL** is the medium. Published at Lincoln, Neb.

The Christian Advocate.

Official weekly metropolitan newspaper of "The Methodist Episcopal Church." Circulation over 50,000 guaranteed. We invite correspondence from advertisers who would like to reach our people, and whose advertisements would be appropriate for a religious family journal. Address

HUNT & EATON, Publishers, 159 Fifth Ave., Cor. 20th St., New York.

TESTIMONIAL

OF
JONES

of
BINGHAMTON.

CHICAGO NEWSPAPER UNION:

Gentlemen—In referring to the value of your lists would say that comparisons are odious, but you may rest assured we are well satisfied with results obtained from advertising therein, or we should not be permanent advertisers with you, as we are.
Yours truly, JONES OF BINGHAMTON.

For Catalogue of

THE CHICAGO NEWSPAPER UNION,

Address—93 So. Jefferson St., CHICAGO, ILL., or
10 Spruce St., NEW YORK.

THE NEW YORK LEDGER

is making a specialty of *Summer Novelettes* complete in each issue of the paper, and is gaining in circulation accordingly among readers of leisure and wealth, besides continuing to be the Favorite National Family Journal of The People.

ROBERT BONNER'S SONS, Publishers, Spruce and William Sts., New York.

ALLEN'S LISTS.

Results to the Advertiser.

E. C. ALLEN & CO., Proprietors,

AUGUSTA,

MAINE.

NEWSPAPER MEN

SEED GROWERS

COFFEE ROASTERS.

SOAP MAKERS

SPICE GRINDERS.

BAKING POWDER MANUFACTURERS.

Are getting

FINE

Goods for

PREMIUM USE

FROM US.

Send for

Illustrated Catalogue.

NET PRICES
ARE IN IT.

EMPIRE PUB. CO., 146-148 Worth St., N. Y.

IT IS NOT THE FIRST

advertisement that sells the goods ; nor the second or third. Advertising is cumulative in its effects.

Keep up your hot-weather announcements for summer purchasers ; but begin in time to familiarize your future customers with the merits of your winter stock.

We arrange, prepare, place advertisements—anywhere. Write us for particulars.

THE ROBINSON-BAKER
ADVERTISING BUREAU,
107, Pulitzer Building,
NEW YORK.

AD-SMITHS.

CLUB CATALOGUE

FOR 1892 NOW READY.

Edition, 4,200 ; 208 pages ; handsomely bound in cloth ; gilt edges ; printed in colors, on super paper. Gives a list of the Clubs in New York City ; also the principal Clubs in the Union. Contains valuable information in regard to the objects of the various Clubs, cost of initiation, list of officers, &c.

No Summer Resort, Club, Hotel or Reading Room complete without it.

It affords a valuable medium for those having first-class goods for sale to communicate with the various Clubs and their officers.

Price, \$2.00. Mailed on receipt of Price.

B. L. CRANS, 10 Spruce Street, New York.

The ADS. are READ in the

Chester Times

BECAUSE IT IS

The Best Local Daily in Pennsylvania.

A Paper with a Known Circulation.

SEE THAT IT IS ON YOUR LIST.

WALLACE & SPROUL, Chester, Pa.

DODD'S ADVERTISING AGENCY, Boston, or
265 Washington Street.

No charge made for the preparation of advertisements ordered through this Agency.

We only stipulate, in requests for estimate, that our figures shall not be quoted or used in any way in placing business except through this Agency.

World
Build'g,
N. Y.
City.

SEND FOR ESTIMATE.

RELIABLE DEALING. - Low Estimates. - CAREFUL SERVICE.

ESTABLISHED 1804.

THE OLD NEW YORK TYPE FOUNDRY,

Beckman and Gold Streets, N. Y.

A. D. FARMER & SON,**Type Founders,****Late FARMER, LITTLE & CO.**

NEW YORK, May 19, 1892.
The Firm of FARMER, LITTLE & CO. has this day been dissolved by mutual consent. MESSRS. A. D. FARMER and W. W. FARMER, having acquired the interests of the other partners, will continue the business and are authorized to liquidate the affairs of the Firm.

A. D. FARMER,
A. LITTLE,

J. BENTLEY,
W. W. FARMER.

The change in the Firm will cause no interruption to the business of the Foundry. It will be carried on as usual, under the Firm name of **A. D. FARMER & SON**, with increased attention to the requirements of our customers, and an energy indicative of new methods. We also take the opportunity to thank our customers for their past favors, a continuance of which we confidently expect and will endeavor to merit.

How Does the Typographical Appearance of Printers' Ink Strike You? - - - -

We are prepared to give equal
Attention to all outside work
Entrusted to us. - - - -

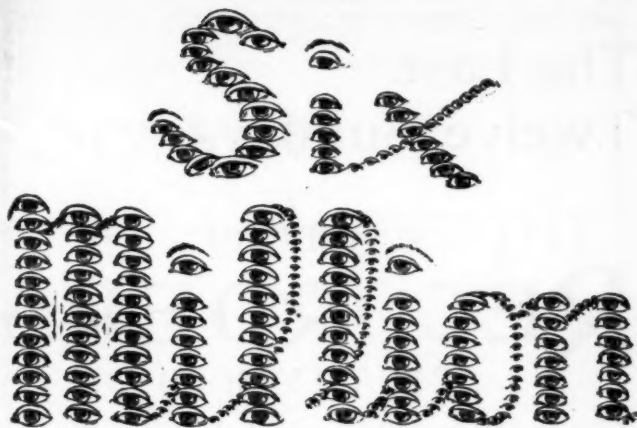
Some idea of the extent and variety of our Display and Body Type can be obtained from any issue of PRINTERS' INK. Our mechanical facilities are equal to any contract we may undertake. We are located within easy reach of the business men of New York, who have no time to waste, and who can appreciate quick and good Printing at short notice and at reasonable prices. Give us a call.

Advertisements Attractively Displayed.

PRINTERS' INK PRESS,

WM. JOHNSTON, Manager,

No. 8 Spruce Street, - - - New York.



More than six million eyes will welcome and enjoy COMFORT for July, and this welcome July visitor will prove the winning July Salesman in over one million homes where it will be studied and preserved by reason of its novel copyrighted holiday features.

THE CLAIM we make is that the regular, *bona-fide* circulation of our paper, not of a list of papers, or combination of issues or editions, but of our *one paper* is **OVER A MILLION.**

THE PROOFS we offer are: Post-office receipts for postage paid, Paper Mill accounts, the freedom of our Press and Mailing rooms, and our statement **UNDER OATH.**

THE RESULTS we produce for patrons of our columns show that as an advertising medium "Comfort" is, without a single exception, the **BEST IN AMERICA.**

The Gannett & Morse Concern, Publishers, Augusta, Maine. Advertising space may be secured through the leading agencies, or of us direct. New York office, 23 Park Row, W. T. Perkins, agent.

Copyright, 1892: The Gannett & Morse Concern.

The Last Twelve Sundays.

NUMBER OF RECORDERS ACTUALLY SOLD:

March 20,	95,654	Copies Sold.	*May 1,	101,426	Copies Sold.
March 27,	95,970	Copies Sold.	May 8,	105,667	Copies Sold.
April 3,	100,469	Copies Sold.	May 15,	104,683	Copies Sold.
April 10,	100,374	Copies Sold.	May 22,	106,184	Copies Sold.
April 17,	102,179	Copies Sold.	May 29,	105,737	Copies Sold.
April 24,	106,251	Copies Sold.	June 5,	108,515	Copies Sold.

Total No. of Recorders sold last Sunday in February, **90,245**
 Increase over last Sunday in February, **18,270**

* Owing to a shortage in the supply of Art Supplements, orders for over 4,000 copies were refused.

If any other Newspaper

in this neighborhood is gaining at this rate advertisers and the public generally would like the figures—that is, the **NUMBER OF COPIES SOLD**, with the news-dealers' orders to substantiate the statement.

That is the way THE RECORDER proves its circulation. "Claims," "averages" and "increases" do not count.

The Circulation of the Sunday Recorder

is double that of any other Republican newspaper in New York or vicinity.

Two Records Broken at Once.

"In the whole range of journalism, no greater success."

Seattle Telegraph

(DAILY AND WEEKLY)

Seattle is a prosperous and modern city of 50,000 people, and does a jobbing and manufacturing trade amounting to \$55,000,000 a year. It is the commercial metropolis of Washington—the "Queen City" on the hills, and looks down upon the beautiful waters of Puget Sound. It is a 7-story, 9-octave city, and has 76 miles of cable and electric roads.

Average
Daily,

9,260

and increasing
every day.



Average
Weekly,

6,718

200 per cent
gain in a year.

The Paper of the State

It is sold at 124 points in Washington, Oregon, California and British Columbia, and gives

The Best Service

For the outlay of any paper published in the State. It is not a cyclone, but is a breezy, first-class newspaper with a first-class outfit, and is

The Best Advertising

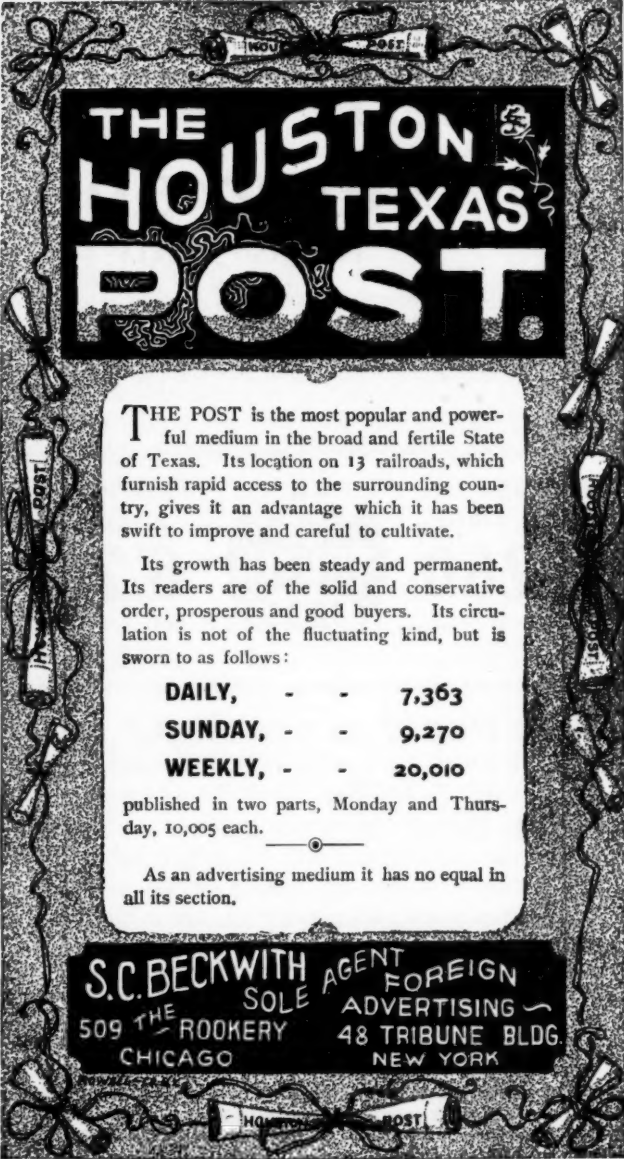
medium, because it is indispensable to the business man in any pursuit, besides being a great favorite in the city or country home.

S. C. BECKWITH,

SOLE AGENT FOR FOREIGN ADVERTISING,

509 "The Rookery," CHICAGO.

48 Tribune Building, NEW YORK.



THE HOUSTON TEXAS POST.

THE POST is the most popular and powerful medium in the broad and fertile State of Texas. Its location on 13 railroads, which furnish rapid access to the surrounding country, gives it an advantage which it has been swift to improve and careful to cultivate.

Its growth has been steady and permanent. Its readers are of the solid and conservative order, prosperous and good buyers. Its circulation is not of the fluctuating kind, but is sworn to as follows:

DAILY,	-	-	7,363
SUNDAY,	-	-	9,270
WEEKLY,	-	-	20,010

published in two parts, Monday and Thursday, 10,005 each.

As an advertising medium it has no equal in all its section.

S.C. BECKWITH	AGENT
SOLE	FOREIGN
509 THE ROOKERY	ADVERTISING
CHICAGO	48 TRIBUNE BLDG.
	NEW YORK

Quarterly Statement for Three Months Ending March 31st, 1892.

403,548 WEEKLY

For Thirteen Weeks.

FIGURES DON'T LIE.

W. D. BOYCE'S LIST OF BIG WEEKLIES.

THE SATURDAY BLADE.

JANUARY, 1892.	Total circulation for January (5 weeks).....	1,162,000
	Average copies per week.....	232,500
	Post-Office receipts for the month (5 weeks).....	\$1,243.31
FEBRUARY, 1892.	Total circulation for February (4 weeks).....	988,000
	Average copies per week.....	247,000
	Post-Office receipts for the month (4 weeks).....	\$1,147.32
MARCH, 1892.	Total circulation for March (4 weeks).....	1,032,000
	Average copies per week.....	259,000
	Post-Office receipts for the month (4 weeks).....	\$1,196.25

THE CHICAGO LEDGER.

JANUARY, 1892.	Total circulation for January (4 weeks).....	428,000
	Average copies per week.....	107,000
	Post-Office receipts for the month (4 weeks).....	\$440.94
FEBRUARY, 1892.	Total circulation for February (4 weeks).....	446,000
	Average copies per week.....	111,500
	Post-Office receipts for the month (4 weeks).....	\$521.02
MARCH, 1892.	Total circulation for March (5 weeks).....	575,000
	Average copies per week.....	115,000
	Post-Office receipts for the month (5 weeks).....	\$641.82

THE CHICAGO WORLD.

JANUARY, 1892.	Total circulation for January (5 weeks).....	202,500
	Average copies per week.....	40,625
	Post-Office receipts for the month (5 weeks).....	\$228.77
FEBRUARY, 1892.	Total circulation for February (4 weeks).....	192,800
	Average copies per week.....	48,200
	Post-Office receipts for the month (4 weeks).....	\$210.17
MARCH, 1892.	Total circulation for March (4 weeks).....	222,000
	Average copies per week.....	55,000
	Post-Office receipts for the month (4 weeks).....	\$241.28

Total average per week 1st quarter, **403,548.**

We contract to prove on the BLADE, LEDGER and WORLD a weekly average of **400,000** copies for 1892. If we repeat anything like our past record, we will be able to prove over 500,000 copies weekly instead of 400,000.

Advertising Rates: BLADE, \$1.00 per line. LEDGER, 50 cents. WORLD, 30 cents. Three papers, \$1.00. Any advertisement discontinued at any time at pro rata rate. Apply for space to Agencies, or **W. D. BOYCE, Chicago, Ill.**

First } **403,548** { Copies
Quarter, } Weekly.

I WILL GIVE **\$100 PRIZE**
 FOR THE **BEST DESIGN** FOR **STREET CAR SIGN,**
 TO ADVERTISE
NEW ENGLAND
 CONDENSED
MINCE MEAT



ALL Sketches to be 11x21 inches and submitted before Aug. 1st, 1909.
 The Prize will be awarded upon the decision of three disinterested judges, whose names will be given upon application.
 The **PRIZE SIGN** will appear in **THESE CARS** about **SEPT. 1st, 1909.**

T. E. DOUGHERTY,
 206 Washington Boul. CHICAGO.

The above is a fac-simile of preliminary card now running in some of Carleton & Kissam's cars. It shows the advance in street car advertising.

Mr. T. E. Dougherty, in placing his contract for advertising in 3,000 cars with Carleton & Kissam, did so because he preferred to deal with

The Leading Firm

in the world, and because he knew that

Carleton & Kissam

contract only for **FULL-TIME** Cars that are constantly in service, thereby insuring display at **ALL HOURS** of the day.

Carleton and Kissam now control over

6,000 FULL TIME CARS

and only have business connections with other concerns who can be depended upon to

Charge for "FULL-TIME" Cars only.

— OFFICES: —

Boston, New York, Chicago, Cincinnati, Pittsburgh,
 Minneapolis, Etc.

The Plain Truth Tells

Don't make Two Bites of a Cherry.

When in Rome do as the Romans do, and when you advertise in St. Paul, Minn., take a tip from the local merchants and advertise exclusively in the

St. Paul News.

By so doing you save expense and yet cover the field completely. THE NEWS is the best afternoon medium in St. Paul, as it has the finest clientage of any paper in the city.

Sworn Circulation :

GEORGE A. SHERIN, Secretary of THE NEWS PUBLISHING COMPANY, being duly sworn, deposes and says that the actual circulation of the St. Paul DAILY NEWS was on

Monday, May 23,	11,500
Tuesday, May 24,	11,500
Wednesday, May 25,	11,500
Thursday, May 26,	11,550
Friday, May 27,	11,575
Saturday, May 28,	11,675

GEO. A. SHERIN, Secretary.

Subscribed and sworn to before me this 28th day May, 1892.

[Seal] GEO. D. TAIT, Notary Public, Ramsey County, Minn.

Sworn **11,550** **Daily**
Average **Circulation**

Those who have watched the recent course of this paper and have noted its rapid advancement, may rest assured that there will be no diminution of energy in endeavoring to demonstrate to its patrons that the News is THE evening paper of the manufacturing city of St. Paul.

THE NEWS PUB. CO., St. Paul, Minn.

C. E. SHERIN, Gen'l M'n'g'r.

S. C. BECKWITH, Sole Agent for
Foreign Advertising,
509 "The Rookery," CHICAGO. 48 Tribune Building, NEW YORK.

We Tell the Plain Truth

PRINTING INKS

in exchange for

ADVERTISING SPACE.

PRICE LIST.

BLACK.		PER LB.		PER LB.	
HAND PRESS.	PER LB.	Blue Black.....	\$1.50	Dark Brown.....	PER LB.
Extra Fine Wood Cut.....	\$5.00	Oriental Blue.....	2.00	White.....	\$.80
Fine Wood Cut.....	4.00	Peacock Blue.....	2.00	Black.....	.40
POWER PRESS.		Primrose Yellow.....	1.50		.10
Wood Cut.....	3.00	Fine Lemon Yellow.....	1.50	BAG INKS.	
Imperial Wood Cut.....	2.50	Medium Lemon Yellow.....	1.50	Red.....	PER LB.
Special Wood Cut.....	2.00	Brilliant Orange Yellow.....	2.00	Blue.....	\$.50
Fine Cut.....	1.00	Fine Orange Yellow—		Green.....	.50
Ordinary Wood Cut.....	.75	Deep.....	2.00	Brown.....	.50
Fair Wood Cut.....	.50	Medium Orange Yellow.....	1.50	Black.....	.25
Raven Black.....	1.00	Flesh Ochre.....	1.50	COPYING INKS.	
Wood Cut, Extra Book.....	1.50	Orange Mineral.....	.50	Put up in $\frac{1}{4}$, $\frac{1}{2}$ and 1 lb. glass	
Wood Cut, Extra Book.....	1.00	Deep Terra Cotta.....	1.50	jars.	
V Book and Cut.....	.75	Persian Orange.....	2.00		
Clipper Cut.....	.50	REDS.		PER LB.	
Illustrated Book.....	.40	Carminated.....	\$1.00	Black.....	\$3.00
Ordinary Book and Cut.....	.35	Fine Vermilion.....	1.50	Blue Black.....	3.00
Extra Fine Card and Job	2.50	Brilliant Vermilion.....	3.00	Blue.....	3.00
Extra Job.....	2.00	Crimson Lake.....	2.50	Green.....	3.00
Extra, Hard Finish Job.....	.75	Deep Crimson Lake—		Lake.....	3.00
Insurance Policy Job.....	1.00	Permanent.....	5.00	Solferino.....	3.00
Photo.....	3.00	Rose Lake.....	3.00	Red.....	3.00
Book and Job.....	.75	Deep Rose Lake.....	5.00	Purple.....	4.00
News Ink.....	.16	Scarlet Lake.....	5.00	Violet.....	4.00
GLOSS BLACK.		Cherry Red.....	3.00	BROWNS.	
		Fine Railroad Red.....	3.00		
		Cardinal.....	8.00	PER LB.	
		Fine Cardinal.....	10.00	Permanent Brown.....	\$2.00
		Carmine.....	10.00	Fine Brown Lake.....	3.00
		Superior French Car-		Fine Dark Brown.....	1.50
		mine.....	\$16.00 to 20.00	Fine Light Brown.....	1.50
		Extra Fine Red.....	1.50	Fine Chocolate Brown.....	1.50
		Good Deep Red.....	1.50	Fine Umber, Burnt or	
		Rose Red.....	2.00	Raw.....	1.50
		Scarlet (Bronze) Red.....	5.00	Fine Mahogany.....	2.00
		Label Red.....	1.00	Fine Raw Sienna.....	1.50
		Playing Card Red.....	1.00	Fine Burnt Sienna.....	1.50
		TINTS—All Shades.....	\$1.00 & \$1.50.	Fine Maroon.....	2.50
				Photo Brown.....	3.00
COLORED INKS.		POSTER COLORS.		PURPLES.	
				PER LB.	
				Fine Royal.....	\$5.00
				Royal.....	5.00
				Violet.....	5.00
				Magenta.....	5.00
				Bronze Violet.....	6.00
				Claret.....	4.00
				Mauve.....	5.00
				Typewriter Purple.....	2.00
				GOLD SIZE.	
				PER LB.	
				Extra Fine Gold	PER LB.
				Size.....	\$1.50
				Fine Gold Size	PER LB.
				Brown.....	\$1.00
				BRONZE POWDERS.	
				Finest quality of Gold, Silver,	PER LB.
				Copper and other Bronzes, at	
				prices ranging from.....	\$2.00 to \$6.00
				SILVER SIZE.	
				PER LB.	
				Extra Fine	PER LB.
				White.....	\$1.50
				Fine White.....	\$1.00
				WHITE INKS.	
				PER LB.	
				Fine Magnesia.....	\$1.50
				Fine White.....	\$1.00
				GOLD SIZE.	
				PER LB.	
				Extra Fine Gold	PER LB.
				Size.....	\$1.50
				Fine Gold Size	PER LB.
				Brown.....	\$1.00
				BRONZE POWDERS.	
				Finest quality of Gold, Silver,	PER LB.
				Copper and other Bronzes, at	
				prices ranging from.....	\$2.00 to \$6.00
				SILVER SIZE.	
				PER LB.	
				Extra Fine	PER LB.
				White.....	\$1.50
				Fine White.....	\$1.00

WHITE INKS.

PER LB.	PER LB.
Fine Magnesia.....	\$1.50
Fine White.....	\$1.00

SILVER SIZE.

PER LB.	PER LB.
Extra Fine	PER LB.
White.....	\$1.50
Fine White.....	\$1.00

Special Ink Manufactured When Required.

Newspaper publishers wishing to contract for a regular supply of NEWS or FINE JOB INKS, and pay for the same, wholly or in part, in ADVERTISING SPACE, are invited to address

W. D. WILSON PRINTING INK CO., Limited,
10 SPRUCE ST., NEW YORK.

See form of due bill on opposite page.

\$ _____ 189—


ON DEMAND, for value received, _____ promise to pay to
the order of THE W. D. WILSON PRINTING INK CO. (Limited), New York,

_____ Dollars,
100

in advertising, in the publications named below, at cash rates.—**No agent's commission!**

ANY publisher may buy inks from us at the prices listed on the opposite page, if he will send one-third of the amount in cash, and fill up this due bill for the other two-thirds, sending due bill and cash with order in full settlement. If the paper is a specially good one terms still more favorable can be obtained.

THE Kansas CITY TIMES



CIRCULATION:

DAILY,	25,000
SUNDAY,	44,000
WEEKLY,	40,000

No newspaper in the West has kept more constantly in the front rank or can show a larger or more steadfast and appreciative clientage than the KANSAS CITY TIMES. A valuable medium for advertisers.

S. C. BECKWITH

SOLE AGENT FOR FOREIGN ADVERTISING



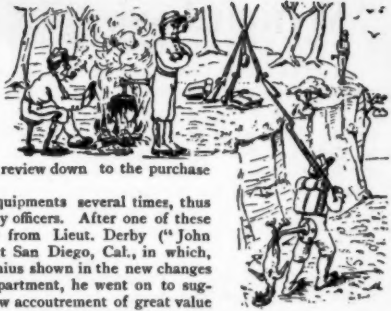
48 TRIBUNE BUILDING NEW YORK

NEWELL & CO. NEW YORK

No Hook.

During President Pierce's administration Jefferson Davis was Secretary-of-War. Fresh from his Mexican laurels as colonel of the Mississippi Rifles, he was a great stickler for military discipline, and directed everything in person, like a commander-in-chief, from a grand review down to the purchase of shoe-blackening.

He changed the uniforms and equipments several times, thus causing much "kicking" among army officers. After one of these changes he received an official letter from Lieut. Derby ("John Phoenix"), who was then stationed at San Diego, Cal., in which, after commending the rare military genius shown in the new changes ordered by the head of the War Department, he went on to suggest the adoption in the army of a new accoutrement of great value and marvelous utility. This was an iron plate, to be strongly riveted on to the rear of the soldiers' trousers, with a stout iron hook projecting. Illustrations showed the many uses it could be put to. Soldiers could carry their effects on the hook on the march; at the camp-fire cooking utensils could be suspended from the hook, and rations cooked while the soldier warmed himself; or, it could be used as a camp-stool. In battle, if patriotic zeal led the soldier into too much danger, his officer with a rope attached to the hook could restrain him, or haul him to the rear if wounded.



Secretary Davis was in a towering rage after reading this communication. The cool sarcasm and audacity of the lieutenant were exasperating. He laid the matter before a Cabinet meeting, and announced his intention to order Lieut. Derby tried by court-martial at once. Pres. Pierce and the other Secretaries (who enjoyed the witty lieutenant's letter and illustrations) finally convinced Davis that he would only be laughed at, and so the audacious lieutenant was let alone.

Advertisers will not need a hook to pull them out of danger while in *The Cleveland World*. They are never known to get wounded while fighting for business in the *World*, and no good advertiser therein loses his courage and gets tired; he requires no camp-stool, and needs no hook to carry his traps.

36,037 Gamey Little Soldiers

are fighting for him daily, with a reserve of over 22,000 in action on Sundays.

Look up the census and you will see that Cleveland, with its 300,000 people, is the rival of Cincinnati—the brisk metropolis of the great midland country between New York and Chicago. The *Cleveland World* is the one pushing, live and powerful evening newspaper for these 300,000 busy people. It goes to the homes of the news-hungry and thrifty. Its paid circulation of over 36,000 daily among such a large reading and buying class makes it a strong and effective worker. If persistent, bold and judicious advertising pays in any newspaper—"then is the *World* one."

If you are an advertiser, these facts appeal to you. You can easily verify them: Look up the newspaper directories—they know something; come to me—I have facts incontrovertible.

But be sure you get what you pay for. The Plain Truth Tells, and this applies with telling force to newspaper advertising.

THE WORLD PUB. CO., Cleveland, O.

B. F. BROWER, Gen'l M'g'r.



48 TRIBUNE BUILDING, S. C. BECKWITH, 509 THE ROOKERY, NEW YORK. CHICAGO.

SOLE AGENT FOREIGN ADVERTISING.

"Which I wish to remark"—

There's a history, interwoven with courage and tragedy, connected with the evening newspaper of California, which Bret Harte should put into story.

The crack of the outlaw's pistol in '56 on the clear air of open day on Montgomery street, and the death of the fearless editor, James King-of-William, startled the adventurous Argonauts of even lawless San Francisco. When his paper appeared the next day, however, with a blank space in the editorial column instead of his customary ringing "leader," it was a touching appeal—a speechless "form and cause conjoined"—so eloquent that the people were aroused to irresistible vengeance.

* * * * *

In the Old Mission-Dolores Burial Ground, in the outskirts of San Francisco, to-day a small marble monument may be seen, entwined with fuchsia vines and oleander blossoms, bearing the chiselled name of James Casey—the murderer of the brave editor and victim of the vigilance committee's swift justice.

Thus the evening newspaper began in a tragic notoriety, while the position of the city in the extreme West has given it a powerful advantage; for instance, when it is bedtime in New York the 5 o'clock edition of the *EVENING REPORT* appears in San Francisco, and the *London Times* has gone to press for the next day. The news that Garfield was shot was announced in *THE REPORT* nearly three hours, by the clock, before the assassin pulled the trigger of his pistol. Thus longitude conspires with enterprise to annihilate time and make the evening newspaper the leading journal.

The San Francisco * * * * * * Daily Report

Has been getting in its work for over 20 years. It is the leading evening paper of the Pacific States, and one of the great newspapers of America. It is an aggressive, newswy, popular, after-dinner paper, and goes to the homes of the Golden Metropolis and suburban towns, including Oakland, its 50,000-annex across the bay.

Known
Circulation } 46,000

To cover this rich field no large advertiser would leave out *THE REPORT*. If three papers are taken, then *THE REPORT* comes in as one, sure; if two, then the leading evening paper on the coast, *THE REPORT*, should be one; and if but one is taken then no newspaper in California appeals so strongly as giving the best and the most of that best for your money as *THE SAN FRANCISCO REPORT*—

"Which the same I am free to maintain."

A. FRANK RICHARDSON,

CHICAGO.

[Proprietor of Known Circulations]

NEW YORK.